

Analysis of Big Data's Impact on Social Consumption Values

Ming Gao

Dalian University of Technology

Chengwei Wen

Northeastern University

Since the middle of last century, the world has entered consumer society. Decided by consumerism, hedonic consumption has got popular. Hedonic consumption makes people be personalized during consumption and brings a high degree of prosperity in consumption. But at the same time, for the materialization logic in consumerism, people has been enslaved by substance and involved in the vicious circle about unlimited demand for substance, which brought a series of problems in consumption. Nowadays, sharing consumption is rapidly developing, which leads to the change of consumption values. The application of big data in the consumer area, through bringing "big data sense" and solving information barrier, is one of the most important reasons to cause the change. This change can help to establish a fair consumption environment and harmonious consumption relations, which will make the economic development faster and better.

Keywords: big data, sharing consumption, controlling consumption, consumption fairness, consumption relation

As the world has entered information era, information technology is developing rapidly. Big data, the newest development of IT, affects our society deeper and deeper. As a part of economic activities, consumption has been influenced widely by big data too. Not only has consumption mode been changed, but consumption values have been influenced. Thinking about it will help to comprehend the essence of the influence, which will have important significance.

1. The Change of Consumption Values

After World War II, as the economy recovered, human society developed rapidly and social wealth grew fast. As a result, the dream, having large numbers and various kinds of consumer goods, has become true. As Jean Baudrillard said, "We live in a world full of goods." So many consumer goods raise enthusiasm of consumption and desire of purchasing. For this reason, consumable market prosperity has been stable.

But this prosperity, as we know, brings the waste of resources and environmental destruction. So this kind of prosperity will not continue. Consumerism causes the negative effect of the prosperity. Consumerism makes people consider consumer demands as "happiness." "Pursuing happiness is always guided by the market. The goal of the market is making consumers spend." This materialization logic makes consumers create demand mirages again and again to satisfy their desires. This is a kind of mundane happiness which is the standard to judge human value and human existence in consumer society. Finally, consumers become greedy, spending excessively and pursuing symbol value neither use value nor exchange value. In a word, not concerning their

Ming Gao, Ph.D. Student, Department of Philosophy, Faculty of Humanities and Social Science, Dalian University of Technology, China; main research field: Philosophy of Science and Technology.

Chengwei Wen, Ph.D., Professor, Department of Philosophy, School of Marxism, Northeastern University, China; main research field: Philosophy of Science and Technology, and Western Philosophy.

situations, consumers compare themselves, product excessively, wallow in pleasures and create huge waste.

So, consumption values need to change to avoid these problems. Controlling consumption which follows the principle "moderate consumption" is one kind of consumption values we need. As Plato thought, when reason leads passion and desire, people are temperate. So the keywords of controlling consumption are reason and moderation. The consumption behavior led by controlling consumption is the one that during consumption, consumers raise the utilization ration of resources and consumer goods.

Nowadays, controlling consumption is accepted by more and more people because of the rapid development of one kind of consumption mode called sharing consumption around the world. For example, a large number of stages of information sharing to serve this kind of consumption appear in America: Parking Panda, applying information about renting driveways; the website called Airbnb can help people to rent idle private houses in a short time, so they don't have to book expensive hotels and can enjoy ease and warm surroundings. At the same time, people who share their houses can have extra income. Because of this, more than eleven million transactions have been concluded about sharing houses in Airbnb so far. In China, although now there are many problems about "tailored taxi service," the development has never been stagnant. On June 1, 2015, on the basis of "tailored taxi service," the company "Didi" launches a service called "Didi car-pooling." This service not only makes private car owners use their cars to have extra income by car-pooling, but also makes people save much more money than taxi when they need car-pooling (now the starting fare is between 5 and 10 Yuan, 1 Yuan per kilometer). In a word, the rapid development of sharing consumption shows the desire for cutting unnecessary cost and controlling consumption. Its social significance is not merely satisfying the desire, but also changing consumption values. It makes controlling consumption that meets healthy demand, not extravagant be accepted by more and more people around the world.

The reason for the galvanizing impact is that during sharing consumption, people prefer to look upon the sharing, the connection with others as happiness and have income. During sharing consumption, based on exchanging information about consumption, "People only buy those goods which must be proprietary, not necessary things they will not buy and try to rent these goods with others." This consumption mode, sharing goods and choosing to rent not to buy, inherently makes the consumption value which follows the principle "if not necessary, not by entity" popular. Controlling consumption, concerning about environmentalism and simplicity, precisely follows this principle.

In a word, sharing consumption has a great influence on the change of consumption value and controlling consumption has quietly integrated into people's brains by sharing consumption. "Social ideas will not change by themselves, only when they are elements of social beings' consciousness, they will change in human practical activity."

2. Big Data's Role in the Change

In today's world, there are lots of factors influencing the development of sharing consumption, such as culture change, economic development, and so on. Among these, in the information era, one of the most important factors is the growth in information technology, especially the application of big data in consumption. There are two ways in which big data influences on the development of sharing consumption: The first one is data consciousness; the second one is dealing with the information barrier.

Firstly, at social consciousness level, data consciousness affects different aspects of social life deeply.

Different mainstream technologies which exert a subtle influence on people's minds lead different

economic times. Big data, as the newest development result and direction with quite development potentiality of information technology, influences people to have data consciousness, which will be the mainstream social thought. The characteristics of big data are an enormous amount of data, the very high-speed processing capacity, and potential tremendous data value through flow data fleetly and share data widespread with other people. These characteristics will be installed in each people in today's world to cultivate data consciousness.

Specific to the field of consumption, information sharing, one of those characteristics will cultivate data consciousness about sharing to influence consumption mode's change. During our consumption, this data consciousness will lead us to accept sharing consumption easier so that finally controlling consumption will develop rapidly.

Secondly, from the perspective of practice, big data will solve the problem of information barrier to a great extent, which is one of the biggest obstacles to sharing consumption.

Big data will ensure information consumers can choose comprehensive, real, and valuable information, not one-sided, false, and pointless information from enormous amount of information. That one-sided, false, and pointless information made sharing consumption cannot develop. The value of information is derived from sharing and exchanging. In the information era, on the one hand, because of enormous amount of information, there are all kinds of spotty information; on the other hand, the limited rationality of people, so people cannot get all information by themselves and they are not sure the information they have got whether be one-sided, false, or pointless. If that is questionable information, during information trade, it will increase transaction costs. Furthermore, the fraudulent information can actually reduce personal and social goods, rather than increase them. In a word, this kind of information asymmetry will definitely hinder the development of sharing consumption based on sharing and exchanging information.

As Feuerbach said, one person's reason is limited and usually unreliable, while the reason of human beings is limitless and reliable. So, during sharing consumption, if a single person wants to make the best consumption choice, he or she must draw on the reason of others as much as possible, but it is impossible in the past. After the application of big data in consumption, on the one hand, we can make it possible because when we want to buy something, big data can help us gain a large number of relevant valuable consumption data of others fast. On the other hand, with modern computing power, big data can offer us references and depth of analyses according to the related algorithm. The simplest example about this now is consumer reviews sorted in the way of keywords in kinds of e-business websites. These comprehensive references can help us achieve a thorough understanding of the thing which we want to buy. "Like the impressionism, you will feel confused when you focus on details, but if you focus on the whole train of thought, you will find this is a great work of art." In a word, the application of big data in consumption reduces transaction costs to help people achieve best deals in sharing consumption and attain the most interest, no doubt which will give the development of sharing consumption and the change of consumption values a major boost.

3. The Essence of the Change

Based on the application of big data in consumption, the change of consumption values has a profound effect on many aspects of social consumption. These influences are mainly embodied in establishing a fair consumption environment, changing consumption relations and making the economic development faster and better.

Firstly, the influence is embodied in helping establish a fair consumption environment.

The principle of consumption fairness is one of fundamental principles about consumption ethics. Consumption fairness means each consumer has equal consumption rights. In hedonic consumption led by consumerism, people pursue personalized products to make them personalized, which at the same time will give rise to new conflict: This kind of personalization tends to divide consumers. It produces consumptive stratification, consumers' choices, that they try their best to be differentiated from the others to feel values about themselves, will lead them into different levels. When they are in different levels, they will try to maintain the constant presence of levels, because only in this way they will feel unique. In another word, this kind of consumption personalization makes consumptive stratification intense, which will result in the polarization of consumption. This polarization indicates people do not have equal consumption rights: A part of consumers spend extremely and suppress others' consumption. As a result, the kind of consumers we called "flawed consumers" appear.

The change of consumption values influenced by big data will promote the consumption fairness realization. Firstly, objectively, during sharing consumption based on big data, consumers learn to "share" their consumer goods. As a result, when consumers enjoy their consumption rights and have benefit, they also help other consumers have their benefit too by sharing so that the consumption dignity of "flawed consumers" will be ensured. In a word, the situation of "flawed consumers" whose consumption rights used to be denied will become better. Secondly, subjectively, because sharing consumption promotes the development of controlling consumption which makes people "few desires" as Mencius said. By moderate consumption, people start to pay attention to intra-generational equity and inter-generational equity of consumption actively. It will help facilitate the universal realization of consumption fairness.

Secondly, the influence is embodied in facilitating the improvement of consumption relations. Rational altruism will emerge to replace absolute egotism in consumer society.

In consumer society, the reason that hedonic consumption prevails and the social development is not sustainable comes down to the fact that the fundamental goal of the development of the society is having benefit, in another word, capital reproduction. Capital reproduction can make people be enslaved by substance and intensify human alienation. Western Marxism called this materialization in modern critique. Materialization causes the occupation of daily life by consumerism. Pressing on with this materialization logic, hardly anyone can escape the influence of commercialization so that all kinds of relations degenerate into exchange relationship, including consumption relations. This kind of consumption relation makes consumers be indifferent to others so that absolute egotism becomes normal in consumer society

The change of consumption values influenced by big data improves the situation that capital reproduction is the only goal of social development, which now will include improving consumption relations. In fact, although production is always the social development goal, this kind of production not only means produce goods, but also should mean "produce human beings:" On the one hand, it is the reproduction of labor force; on the other hand, it is molding humanity. Material producing is only a means, "produce human beings" should be the most important thing. What's more, molding humanity in consumption should show up as the change of consumption relations that rational altruism replaces absolute egotism. The reason improving consumption relations should be one of social development is because consumers have characteristics of society. If social relations, including consumption relations not stable, consumer society could not develop, even not exist.

Because people are enslaved by substance, consumers become to pay more attention to immediate interests and be selfish, which obviously will not help consumption relations be stable. The application of big

data in consumption, according to sharing consumption, will promote to solve the problem of consumptive stratification so that relationships between consumers which were veiled because of materialization will be rebuilt. Furthermore, because of the development of controlling consumption at the same time, as Chinese culture thought, every virtue comes from thrift, after rebuilding consumption relations, by sharing consumption, rational altruism will emerge.

The last influence is embodied in promoting economic development in a quick and healthy way, which is very important to the sustainable development.

On the one hand, the realization of consumption fairness will solve the problem of consumptive polarization. According to the law of diminishing marginal utility, it will be conducive to bring a general improvement of consumption level, as a result, the general improvement will help economy grows quickly. On the other hand, the appearance of rational altruism in consumption relations will promote sustainable economic development and ensure the sustainable use of resources. This kind of sustainability indicates that economy develops in a healthy way. In a word, the application of big data in consumption could make economic development faster and better.

4. Conclusion

The application of big data in consumption promotes the development of sharing consumption so that it facilitates the change of consumption values. As a result, Firstly, the disharmonious man-nature and man-man relationships will change in future. Secondly, during sharing consumption, rational altruism will emerge to replace absolute egotism. Thirdly, the sustainable development of economy and society will be promoted. So, although the application of big data in consumption will bring some problems nowadays, such as the third-party guarantee about sharing consumption and so on, these problems will not exist forever because big data will have influence on the whole society. Therefore, in face of the change of consumption mode and consumption values, we need to make a deep analysis of the application of big data, understand the influence so that we could lead the direction of its application. This will mean a lot to Chinese social transformation.

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