



Online shopping promotes excessive household consumption, and non-consumerism is gradually on the rise. This trend is also spreading to the circle of cyber celebrities. Some YouTube celebrities are calling on their fans to take on the challenge of not spending for a year. Two friends from Canada completed the challenge, who only spend their money on food in a year. In the first three months, they learned not to spend their money on any household appliances, clothes, daily necessities. In the next phase, they give up the expenditure on service such as haircuts, eating out and filling cars, which saved them \$55,000 in a year.