



Experimental Research on How to Guide Consumers to Green Consumption Behavior

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Abstract: With the rapid development of industrial production, the rapid growth of population and the increase of resource consumption year by year, the amount of available resources is becoming less and less. Therefore, it is particularly important to strengthen the guidance of the whole society consumers' green consumption behavior and cultivate their green consumption concept. However, due to the relatively late start of theoretical and practical research on green consumption in China, there are still many difficulties and problems in guiding green consumption behavior, which need to be analyzed and solved. Based on this, this paper emphatically analyzes the problems existing in the guidance of green consumption behavior in China, and puts forward corresponding countermeasures and suggestions.

Keywords: Consumers, green consumption behavior, guide.

1. Introduction

With the rapid development of human society and economy, the degree of pollution of the environment that human beings depend on is increasing day by day. Green consumption, with its advantages of economy, environmental protection and rational consumption, is gradually favored by consumers and replaces the past excessive consumption. In developed countries such as Europe and America, the theory and practice of green consumption started earlier, and the development conditions of green consumption are superior. Therefore, green consumption has become the mainstream consumption mode. Compared with western developed countries, China's research on green consumption starts a little later, but develops rapidly. Under the guidance and support of Chinese governments at all levels, green consumption-related activities are widely carried out in various regions, and local green economy is developed according to local ecological advantages. However, since these initiatives are only top-down

requirements and regulations, they lack self-restraint and operational drive. Therefore, we should strengthen the guidance of the whole society's green consumption behavior, so that all social members participate in the construction of green consumption.

2. Overview of Green Consumption Behavior

Consumption behavior is caused by consumption psychology, which generates consumption demand under the joint action of external and internal factors, and then stimulates consumption motivation and finally triggers consumption behavior. Green consumption behavior refers to the new consumption process and behavior characterized by ecological protection and respect for nature, which is based on meeting the ecological needs of consumers and aims to protect the ecological environment and good health, including not only the purchase of green products, but also the sustainable use of products. It is influenced by the production scale, price and distribution channels of green products.

3. The Importance of Guiding Green Consumption Behavior

In the context of supply-side reform, sustainable consumption must be adhered to to develop circular economy, that is, green consumption has become a general consensus. While strengthening economic development, we should promote rational and circular utilization of resources so that economic development and environmental protection are unified. On the premise of meeting the normal consumption demand, we should make full and rational use of resources, reduce pollution and waste, and provide guarantee for the future generations to meet the demand of consumption and ecological environment. China's population base is large, rapid growth, and the economy is in the stage of rapid development, because of resource consumption caused by the survival crisis and environmental pollution should arouse people's attention. Green consumption is the only way to realize the harmonious development of society and nature and determines the future and destiny of China and even the whole mankind.

3.1 Green Consumption is Good for the Environment

Green consumption advocates that consumers should pay attention to waste disposal in the consumption process, and strive to minimize environmental pollution or no pollution. In many Chinese cities, the problem of "surrounded by garbage" is prominent. Reducing environmental pollution and guiding green consumption is an important task to be solved in the development of human society. Green consumption guidance should be started from every little thing around us, such as the use of phosphorous free washing powder and the classification and storage of garbage. Regulations can also be

formulated to restrain people's behaviors. For example, Nepal stipulates that when travelers leave the scenic spot, they should bring back the same amount of disposable packaging as the permitted amount before entering the scenic spot, otherwise they will be fined. Meanwhile, the sale of bottled water is banned on the mountain, and tourists are encouraged to use reusable cups or bring only one bottle of water with them. Green consumption advocates the change of existing production and lifestyle, and the excessive packaging and conspicuous consumption that still exist in the society should be abandoned. Promoting green consumption is the only way to build an environment-friendly society in China.

3.2 Green Consumption is Beneficial to Resource Conservation and Sustainable Development

Green consumption advocates resource conservation, but excessive consumption behavior is still common in China, such as excessive product packaging, wedding and funeral. In daily life, there is also a large amount of waste of resources and pollution of the environment, such as the use of a large number of disposable shopping plastic bags and consumer packaging. According to relevant data, China's per capita GDP consumption of raw materials, energy and water resources far exceeds the world's advanced level. Energy-intensive industries, such as steel, chemicals and electricity, consume 40% more energy per unit of output than the world's advanced level. Meanwhile, the recycling utilization rate of industrial water is about 20% lower than that of foreign advanced level. Non-essential resource depletion and environmental pollution are not conducive to the harmonious development of society and nature. Resource conservation and green consumption are conducive to environmental protection and sustainable development.

4. Problems existing in the Development of Green Consumption in China

4.1 Consumers' Awareness of Green Consumption is Low

Consumers' green consumption behavior needs the support of social responsibility and environmental protection consciousness, and consumers' own green consumption consciousness plays an important role in whether they adopt green consumption behavior or not. Compared with previous years, although consumers' awareness of environmental protection has been improved to some extent in recent years, such as the increase of low-carbon, environment-friendly travel and green product purchase, the majority of consumers' acceptance and recognition of green consumption is relatively low, and their awareness of green consumption is relatively weak. A few consumers with green consumption consciousness still have their concept in the theoretical stage and cannot be elevated to conscious behavior. In addition,

consumers' green consumption behavior is also affected by their values. Limited by the level of economic development in China, the vast majority of people have not received good higher education, which is unfavorable to the formation of their green consumption awareness, resulting in their weak green consumption awareness.

4.2 Green Products are in Short Supply

The effective supply of green products is the basis and premise of promoting green consumption. On the one hand, the enterprise's own green production technology is not advanced enough and its research and development is difficult, which leads to its high cost and unstable profit. On the other hand, fake green products flood the market. Despite the rapid development of green products in China, there are still many fake green products in the market. The sub-standard quality of these inferior green products will not only harm the interests of consumers, but also affect the image of green products and promote the reduction of consumers' demand for green products, so that enterprises will not have high enthusiasm for green investment and green production. Many enterprises ignore the prospect of green consumption market, only focus on short-term benefits, and lack of long-term consideration for the research and development and production of green products, which aggravates the decline in demand and supply of green products.

4.3 Limitations on Consumers' Purchasing Power

Green products are relatively expensive because their environmental impact is taken into account throughout their life cycle, including technology selection, material use, sales methods and waste disposal. Although the fast economic development in our country in recent years, consumer incomes have increased greatly, but at present our country's overall income level is not high, green consumption has not yet been to the whole society in our country, but focus on medium to high household income and people with higher education, older intellectuals and other specific consumption crowd, the overall level of green consumption is low. Most of the income of consumers is still at a low level, and the problem is more serious in underdeveloped regions. The large gap between the rich and the poor leads to consumers' purchasing power not reaching an equilibrium level. Due to the limitation of purchasing power, consumers will pay more attention to the price of products than other aspects, so as to buy the non-green products with lower price, which finally leads to the insufficient market demand of green products.

4.4 The Green Consumption Guarantee System is not Perfect

The healthy development of green consumption market needs good policy and system

guarantee. Although China has been advocating green consumption and production, there are still many factors hindering the entry of green products into the market, and the market access system of green products is still not perfect, which limits producers' production enthusiasm to some extent. At the same time, the irregular market order leads to fake and shoddy green products flooding in the market; The green mark is the basis of distinguishing whether the product is green or not, while the fake green product is labeled as "sticking" to the green mark, which reduces consumers' trust in the green product. In addition, the indicators and standards in the whole production process of green products are not perfect, leading to the lack of sound system and norms in the operation process. All these factors have affected consumers' trust and demand for green products.

5. Countermeasures Suggestion

5.1 Guide Consumers to Set Up Green Consumption Concept

As an important link to promote the development of green consumption, consumers' consumption concept and behavior directly affect the development of green consumption. Therefore, we must guide consumers from the traditional concept of lagging consumption to green consumption. First of all, consumers should be guided to study the knowledge of green consumption carefully, so that they can master the core connotation of green consumption, skillfully identify whether the purchased goods are green products, whether they conform to the green verification and relevant standards stipulated by the state, and resolutely resist fake and shoddy products. Secondly, we should guide them to adhere to rational consumption, resist all kinds of hedonism and money worship, promote the traditional virtues of thrift, promote the transformation of impulse and extravagant consumption to environmental protection, green and healthy consumption, and set up the concept of green consumption.

5.2 Support Producers in Creating Green Consumer Products Vigorously

Due to the high production standard and high cost of green consumer goods, and the weak market demand, the relevant government departments should strongly support producers to create green consumer products. Direct support can be provided through financial subsidy, tax reduction and exemption, credit preference, government green procurement, financial subsidy can also be provided to scientific research institutes that provide technical support for enterprises producing green consumer goods, or indirect support can be provided by guiding residents to actively buy green consumer goods. At the same time, we should strengthen supervision and crack down on fake and shoddy green products in the market to create a good market environment. In short, support should be given to producers of green consumer products to improve

the competitiveness of their products so that they are more profitable and have more potential for development than non-green products.

5.3 Meet the Needs of Subsidies to Promote Green Consumption

Green consumption is an important means to realize green production and development. However, consumers' expanding green consumption is hindered by higher prices of green products, and the effective supply of green products is also affected. Therefore, the government can adopt preferential tax and price subsidy policies to reduce the obstacles of price factors to green consumption, promote the growth of green consumption demand, and guide them to set up the concept of green consumption. Government subsidies to stimulate consumer demand for green products, will give a certain amount of subsidies to consumers to buy green products, will make it to expand, green consumer groups directly stimulate the green production technology innovation of enterprises, thus promotes the production of green products, finally promote the development of green industry as a whole.

5.4 Improve the Green Consumption Guarantee System

The government to regulate market order, market by means of law enforcement is to crack down on fake green products and regulation, for green product identification shall establish a strict and scientific index standard, should be to follow the law of value under the premise of making green product prices, green environmental protection function to truthfully. In addition, the government and industry associations should provide consumers with green product-related services, formulate and improve the certification system and access standards for green products, eliminate the information asymmetry between consumers and producers, and enhance consumers' sense of trust and brand loyalty to green products. By standardizing the order of green market and establishing an orderly market, the market structure of green products can be improved and the quality of supply can be improved, so that the supply and demand of green products tend to be balanced, thus promoting the further development of green consumption.

6. Conclusion

In short, in the context of supply-side reform, green consumption concepts have gradually replaced various unscientific consumption concepts and habits formed in industrial society. Green consumption concept is a scientific consumption concept of sustainable development, which combines consumption benefits with environmental protection and contributes to human health, optimization of environment and effective utilization of resources. Although the overall green consumption market in China is still

not ideal at present, with the development of time and the progress of science and technology, we believe that green products in the future can exert their advantages, vigorously develop green industries, guide green consumption behavior, and promote sustainable development of human society.

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