

Research on Influencing Factors of Consumers' Green Consumption Behavior

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Abstract

An important task of our country's current economic development is to change the situation of resource depletion and environmental damage caused by traditional consumption patterns. Promoting green consumption is one of the fundamental ways to ease environmental pressure. From the perspective of consumers, studying the influencing factors of consumers' green consumption behavior is of great significance for promoting green consumption in our country. Based on this, on the basis of clarifying the concept of green consumption, analyzing the necessity and influencing factors of developing green consumption, this article puts forward corresponding countermeasures and suggestions for promoting the development of green consumption.

Keywords

Consumer, Green Consumption Behavior, Influencing Factors.

1. Introduction

As the problems of rapid resource consumption and environmental degradation brought about by the rapid economic growth become more and more serious, people gradually realize that extensive economic growth at the expense of the environment is not a long-term plan. The 19th National Congress of the Communist Party of China emphasized that in order to strive for the harmonious development of man and nature, it must actively promote green development. Green consumption is a sustainable consumption model that conforms to the era of green development and takes into account the overall interests of human beings and the ecological environment. It is an inevitable choice to solve the contradiction between economic development and environmental protection. Research on green consumption is also a current research hotspot. Compared with western developed countries, the research on green consumption in our country is relatively late, and the market share of green products is relatively low. Studying and mastering the influencing factors of consumers' green consumption behavior is conducive to guiding and optimizing the consumption behavior of the general consumers. Therefore, this article studies the influencing factors of consumers' green consumption behavior, which is not only conducive to the development of corporate green marketing, but also beneficial to relevant government departments to promote green consumption more effectively from the perspective of consumers, thereby strengthening the construction of ecological civilization in our country.

2. Overview of Green Consumption

Green consumption is the general term for various consumer behaviors that are aimed at protecting consumer health and saving resources and that meet human health and environmental protection standards. Its core is sustainable consumption. The China Consumers Association believes that "green consumption" has three main meanings: one is to encourage consumers to choose green products that are not contaminated or helpful to public health

during consumption; the other is to pay attention to the disposal of waste during the consumption process and avoid the environment Pollution; The third is to guide consumers to change their consumption concepts, advocating nature and pursuing health, while pursuing a comfortable life, saving resources and energy, and achieving sustainable consumption. International environmental protection experts generally summarize green consumption as 5R consumption, that is, to save resources and reduce pollution; green life, environmental protection and purchase; reuse, multiple use; classified recycling, recycling; protection of nature, coexistence of all things.

3. The Necessity of Developing Green Consumption

With the concept of green development gradually gaining popularity, the reform of the ecological civilization system is deepening, the construction of beautiful China is accelerating, and the status and role of green consumption are becoming more and more prominent. At present, our country must not only give full play to the important role of consumption in promoting economic growth, but also face the pressure of resources and environment brought about by expanding consumption. Green consumption has become an inevitable choice for our country to "enhance the basic role of consumption in economic development."

3.1. Green Consumption is Conducive to Promoting the Development of Green Enterprises

The rise of green markets brought about by green consumption is conducive to promoting the development of green enterprises in China. The cleanliness and health characteristics of green products make them highly competitive, prompting enterprises to produce green products, establish a green image, and develop green operations. At the same time, green enterprises will exclude and eliminate the products that are not green, clean and healthy from the market, ensuring the development of green enterprises.

3.2. Green Consumption is Conducive to Promoting the Rise of "Green" Emerging Industries

The consumption upgrade with green consumption as the fulcrum is conducive to promoting the rise of "green" emerging industries. The consumption upgrade process shows the yearning for high-quality features such as product health, safety, and environmental protection. It is a powerful driving force for industrial upgrading. As an important part of consumption upgrading, green consumption helps enterprises develop green production, forms the habit of consciously and actively carrying out green development, and promotes the industry to upgrade to "green".

3.3. Green Consumption is Conducive to Comply with Supply-Side Reforms and Promote Economic Growth

Green transformation and development is an important direction of supply-side reform. Increasing the supply of green products and services is an inevitable choice to optimize the reform supply structure and promote green development. The supply-side structural reform and green development complement each other, and the green consumption conforms to the supply-side reform, which is conducive to promoting the construction of beautiful China, forming a social outlook of ecological safety, resource conservation, environmental friendliness, comprehensive development, and sustained prosperity, and promoting economic and social benefits. Harmony and integration with ecological benefits.

4. Influencing Factors of Green Consumption Behavior

4.1. Psychological Factors

Psychological factors are closely related to green consumer behavior, including environmental attitudes, perceived consumer effectiveness, values, environmental knowledge, and moral identity. Environmental attitude is an important factor that affects consumers' green consumption behavior, and the stronger the consumer's attitude towards ecology, the stronger its ecological purchasing responsibility; perceived consumer efficiency is positively related to green consumption behavior, that is, when individual consumers buy green products are used to improve the natural ecological environment and the more obvious the perception effect, the belief in the effectiveness of green consumption behavior will be more firm, which will promote the frequency of consumer green product consumption; environmental protection values are positively correlated with green consumption behaviors, environmental protection values will increase consumers' The attention and weight of the information related to the corresponding values lead to the selection of environmentally friendly products; environmental knowledge is positively related to green consumption behavior, the more environmental knowledge consumers have, the seriousness of the current status of environmental problems and the harm they may cause to future generations The more you understand sex, the more you tend to be green consumer behavior; moral identity is one of the psychological factors often studied, because moral identity can bring a sense of responsibility to mitigate environmental damage and prompt consumers to increase their tendency to purchase green products.

4.2. Product Factors

Product-related factors mainly include three aspects: First, green product certification, with the help of ISO14000 and other international authoritative organization certifications, it will effectively alleviate the problem of information asymmetry between green product companies and green consumers, thereby enhancing consumers' credibility with green enterprise products and strengthen the belief in green consumption; second, the quality of green products. Compared with ordinary consumers, green consumers pay more attention to the quality of green products, that is, the quality of green products is the key factor that affects the consumer behavior of green products; the third is availability Factors, the availability of green products mainly involves the two levels of green product categories and sales channels, which is an important limiting factor affecting consumers' green consumption behavior. When consumers buy green products, if they still have to pay a lot of physical costs or time costs in addition to the monetary cost of paying premiums, it will directly affect consumers' attitudes towards green products, which makes it very easy for consumers to choose non-green products.

4.3. External Contextual Factors

External contextual factors are usually manifested as interventions by companies and governments to promote green consumption. Relevant policies issued by the government or publicity given by companies can promote green consumption behaviors. First of all, the environmental protection policies issued by the government include formulating guidelines, inducing commitments, and later feedback and rewards and punishments, which are all important factors that affect green consumption. Secondly, the positive interaction between enterprises and consumers can also encourage consumers' green consumption behaviors. For example, the "ant forest" launched by Alipay, users' green behaviors can generate "green energy", and when they accumulate a certain amount, they can participate in desert tree planting projects. Greatly mobilized consumers' enthusiasm for participating in green consumption.

4.4. Demographic Factors

Demographic factors are the earliest factors that have been studied by scholars that affect green consumption behaviors, including gender, age, family structure, income, education level, and social status. Female consumers are more ecologically conscious, and their attention to green product information, green brand purchasing tendencies and actual purchasing behavior are significantly higher than that of men. As consumers grow older, they will increasingly pay attention to the ecological environment and their own health. At this time, it is easier to form the concept of green consumption, and the steady increase of consumers' personal disposable income has the economic foundation for green product consumption. Looking back at the nine stages of the family life cycle, when consumers are in full nest I and full nest II During the period and full nest III, there are underage children in the family, especially the youngest child of full nest I is under 6 years old. At this time, parents demand a lot of food for infants and young children, plus the consideration of the healthy growth of infants and young children, so they carried out The possibility of green consumption and the frequency of buying green brands are quite high; in addition, green consumption occurs more among people with higher income level, education level, and higher social status. However, with the deepening of follow-up research, many scholars have found that although demographic characteristics have a certain impact on green consumption behavior, the relationship between the two is not significant, and sometimes even the same factor will produce completely opposite results. It is often not convincing to use demographic variables to explain green consumption behaviors, so many later studies turned to psychological factors, product factors or external context.

5. Suggestions on Promoting Green Consumer Behavior

5.1. Consumers Change Their Consumption Concept and Participate in Green Consumption

Consumers are the main body of green consumption. Without consumers, green consumption behavior will become empty talk. Only when consumers change traditional consumption concepts, recognize green consumption concepts and actively participate in green consumption can green consumption be truly developed. Consumers should strive to cultivate the concept of green consumption, correctly understand the meaning of green consumption, and actively choose green consumption models; focus on learning green consumption knowledge and improve green consumption capabilities; recognize their important role in environmental improvement, and actively participate in green consumption practices. For ordinary consumers, the practice of green consumption at this stage begins with the transformation of their own consumption concept, changing the extravagant and wasteful consumption concept, saving money in daily life, and practicing a green and healthy lifestyle.

5.2. Enterprises Strengthen Green Product R&D and Implement Green Marketing

First, companies should strengthen green product management. We must proceed from sustainable development, establish a green marketing concept, and implement a green marketing mix strategy. In particular, we must strengthen the development of green products to truly ensure the green effect of green products. Second, to carry out green communication, companies should be market-oriented and focus on raw materials. The procurement, product design and manufacturing, storage and transportation adhere to green standards, strengthen the safety control of production, processing and sales, and provide consumers with a continuous flow of green products. Third, enterprises should take industrialized operation as Entry point, strengthen technological innovation, strive to reduce product costs, set reasonable prices for green products, and stimulate consumer motivation for green products. Fourth,

companies should adhere to the principle of integrity, objectively promote green products, scientifically introduce green products, improve Customer's green consumption satisfaction. The green advertisement of enterprises should adapt to the psychology of consumers and carry out strategic propaganda.

5.3. The Government Takes Various Measures to Promote Green Consumption

The social and cultural environment created by the government and the macro-consumption environment are important factors that affect the purchasing behavior of green consumers. First of all, the government should promote green education throughout the society, and promote green ideas as much as possible to create a green social and cultural environment for consumers, so as to improve consumers' environmental awareness, change consumer consumption patterns, and promote green consumption behavior. Secondly, the government should formulate perfect policies, introduce relevant laws and regulations as soon as possible, integrate green consumption into the legal environment, and provide corresponding legal basis for regulating the order of the green consumption market; meanwhile, strengthen the management of enterprises that produce green products to ensure good green consumption market environment. Strengthen policy and financial support for green production enterprises, and must take stringent legal measures against enterprises and individuals that produce and sell counterfeit and inferior green products that seriously harm green consumption behaviors, and ultimately strengthen consumers' green demand and deepen consumer's awareness of environmental protection promotes green consumption behavior. In addition, the government's green procurement market has a huge effect, is an important measure and a breakthrough for building a green consumption model, and is a huge thrust for the implementation of green consumption.

6. Conclusion

Green consumption has become a major trend in the development of consumption in the new era. It is the abandonment of traditional consumption patterns and guides people to focus on sustainable development. It is an important manifestation of the upgrade of China's consumption pattern. Green consumption is an inevitable choice for high-quality economic development in the new era. In the new era of promoting green development and promoting the construction of beautiful China and global ecological security, deepening research on the relationship between green consumption and its high-quality economic development is of great theoretical value and practical significance for promoting the healthy and sustainable development of China's economy.

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