

# Research on the Problems and Promotion Strategies of Residents' Green Consumption in China

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## Abstract

Green consumption is a new consumption concept to realize its own interests and reduce environmental loss, which is conducive to the realization of ecological and environmental protection in China. This paper uses the text analysis method to analyze the problems existing in today's residents in promoting green consumption, combined with the current research status of green consumption, analyze the factors affecting green consumption, explore the promotion strategies, and look forward to the direction of future research problems.

## Keywords

Green consumption; Save resources; Environmental protection knowledge.

## 1. The Definition of Green Consumption and he Problems of Residents' Green Consumption

### 1.1. Definition of Green Consumption

After people realized that the relationship between ecological environment and human activities should be studied, some disciplines came into being, such as "environmental Science", "human earth management" and "environmental economics". We began to make an in-depth study of human "consumption", and put forward relevant concepts such as "moderate consumption", "sustainable consumption", "green consumption", "ecological consumption" and "low-carbon consumption". Although the above concepts realize that industrialized society will bring harm to human life and ecological environment, they mainly focus on the study of industrialization process and human consumption mode, explore the way of getting along with nature from different angles, and prevent the irreversible harm of excessive consumption activities to the ecological environment and energy development.

"Green consumption" mainly includes the following aspects: saving resources, green life, recycling, recycling and classification, and protecting nature. Its purpose is to pursue its own interests and reduce environmental losses. The realization of green consumption includes three links: product purchase, management in the process of use, and disposal after abandonment.<sup>[1]</sup>

### 1.2. Problems of Residents' Green Consumption

#### 1.2.1. Residents' Awareness of Green Consumption Is Weak

In recent years, Chinese residents' awareness of green consumption is not high, which is reflected in all aspects of people's life. Taking green travel as an example, the number of bus passengers in China continued to decline until 2019. However, since the outbreak of the COVID-19, the number of bus passengers has dropped sharply again. This shows that affected by the epidemic, the preference of Chinese residents for bus and tram travel is declining. At the same time, due to the popularity of private cars in recent years, residents' demand for buses is decreasing. According to relevant data, the passenger volume of shared travel in China has continued to decline in recent years, which proves that the attraction of shared travel to

residents is getting lower and lower. At the same time, it also reflects the problem that most residents do not know much about green travel; In other areas of life, such as office and housekeeping, the lack of understanding is also the problem of shortage.

### **1.2.2. The Phenomenon of Wasting Resources Still Exists**

The publicity of green consumption is weak and does not go deep into the hearts of residents. On the one hand, due to the influence of traditional culture, college banquet, wedding banquet, full moon wine and other banquets still exist. Most of the reasons are vanity and ostentation. Many banquets will waste 30% - 50% of food, which is completely different from green consumption. On the other hand, influenced by today's Internet short videos, such as sneaker culture and trend culture, young people follow suit with each other and buy a large number of clothes and shoes. Even a piece of clothes is only matched with a pair of trousers and a pair of shoes. Many clothes are no longer worn after losing heat, resulting in a serious waste of resources.

### **1.2.3. The Market Mechanism of Green Consumer Goods Is Not Perfect**

Compared with traditional consumption, the green consumer goods market, which has been gradually emerging in recent years, is smaller, so its standardization has not yet reached the expected standard, which makes the development of green consumption very slow. At the same time, the government's compensation for green consumption is not enough, and the incentive effect on green consumption is not obvious. These factors lead to the slow development of low-carbon green consumption.

### **1.2.4. Insufficient Efforts to Develop Green Products**

The theme of green consumption is that consumers should consume green products. Enterprises should rely on green production to produce green products. Green production refers to environmental protection, pollution-free and waste reduction in the whole process of production, which is undoubtedly a great test of the manufacturer's production capacity and increases the manufacturer's production cost. Moreover, the innovation of production technology needs innovative talents, and the salary of innovative talents is higher than that of ordinary people. Therefore, manufacturers are easy to face a huge increase in costs and are unwilling to carry out green production.

## **2. Analysis on the Reasons for the Problems of Residents' Green Consumption**

### **2.1. Publicity of Environmental Protection Knowledge**

The popularization of environmental protection knowledge can promote the development of green consumption. Environmental protection knowledge can not only bring the most advanced and contemporary environmental protection products to the public, but also give people the power to consume environmental protection products. Among them, green consumption attitude and confidence level are the two decisive factors.

### **2.2. Perceived Consumption Efficiency**

If people know that some of their behaviors will bring significant changes to the environment, they may implement green behaviors, such as saving water and tree resources. When people feel that their green behaviors can not bring changes to the environment, especially when these behaviors change some of people's original living habits, they may choose to give up. In addition, some people feel that there is no shortage of them in green environmental protection behavior, and their change will not have a great impact on the overall situation of green consumption. Therefore, the level of perceived consumption efficiency affects the implementation of green consumption behavior.

### **2.3. Imperfect Green Consumption Policy**

At this stage, China's green consumption policy is not perfect and the subsidy is not enough. Due to the late start, the classification of punitive measures for damaging the environment and wasting resources in environmental legislation is not detailed enough, the coverage is not wide enough, and the degree of punishment is not strict enough. For enterprises that voluntarily carry out green production, small subsidies weaken the enthusiasm of enterprises for green production, and even if manufacturers produce green goods, they are likely to lose their competitiveness in the market due to high price positioning.

### **2.4. Manufacturers' Green Production and Residents' Green Consumption Prices Are High**

One of the main reasons why enterprises are unwilling to carry out green production and consumers buy less green products is that the cost is too high. From the perspective of economics, price is the primary factor for people to consider consumption. Therefore, in the process of promoting green products, the first measure to bear the brunt is to reduce the price. Price measures are divided into promotion measures and pull measures. Raising the price of non environmental protection consumer goods belongs to promotion measures, and reducing the price of environmental protection consumer products belongs to pull measures. The biggest difference between promotion measures and pull measures is whether they are mandatory or not. Some experts believe that the compulsion of promotion measures will lead to resistance, which means that the implementation of pull measures may be more acceptable to the public. However, changing the price incentive is timely. It is also unknown whether the trend of green consumption will be affected by the implementation or cessation of monetary incentive.

## **3. Promotion Strategy of Residents' Green Consumption**

### **3.1. Strengthen Publicity**

In order to make residents truly understand green consumption and improve their awareness of green consumption, the key lies in whether they can guide residents to have a green consumption concept and whether they can have a clear understanding of the serious consequences of products that damage the environment. On the one hand, we should popularize the harm caused by the current scarcity of environmental resources and pollution to the public, publicize the benefits of diligence and thrift to the environment, strengthen environmental protection activities, such as "Clear Your Plate" campaign, and improve the quality of residents. On the other hand, in the training of enterprise employees and the education of civil servants, we should promote the theme publicity of green consumption and integrate green consumption into every place of work and life. If the above work can be completed, the whole people can actively participate in and deepen their understanding of green consumption, so that residents can produce the concept of social green consumption, improve the public's environmental knowledge and green consumption knowledge level, no longer need supervision, but adopt the life mode of green consumption from the heart.[2]

### **3.2. Create A National Green and Economical Atmosphere**

Creating an atmosphere of national economy can improve residents' perceived consumption efficiency. First of all, the sharing economy can be respected, vigorously publicize the advantages of online carpooling and bicycle sharing, and change the living mode of residents. Secondly, promote the use of second-hand clothing, such as setting up a second-hand clothing collection cabinet at the door of the community, which not only contributes to saving resources, but also provides help to people with living difficulties. At the same time,

environmental protection institutions should give full play to their leading role, promote green life, share data on the utilization rate of various resources, and let the public witness the positive impact of their green consumption behavior on the environment. Finally, the relevant departments should regulate and supervise the use of water and electricity, and guide residents to establish a correct concept of consumption.

### 3.3. Improve Laws and Regulations

In order to promote green consumption, China's policy system mainly includes five aspects: various laws and regulations, policy documents and policy tools, relevant systems, green environmental protection technical standards and promotion projects.[3] However, in the process of promotion, there is a lack of high-level leadership legislation and special legislation, resulting in problems such as imperfect laws, weak standardization and insufficient binding force in the field of green consumption.[4-5] Therefore, we should improve the places where the laws are not clearly regulated, introduce new laws such as energy conservation law and circular economy law, impose regulations on the construction and use of water and electricity conservation, and punish extravagant and wasteful behaviors such as excessive packaging, so as to improve the protection role of laws and regulations. Moreover, the green certification work should be seriously implemented, the certification collection work should be carried out in strict accordance with the certification standards, the certification work of low-carbon, green and organic products should be promoted, the identification of green buildings and green materials should not be vague, and the evaluation system for scenic spots to apply for green tourism should be improved, so that green enterprises can get practical benefits.

### 3.4. Increase the Supply of Green Consumer Goods for Enterprises

In order to increase the types of green consumer goods produced by enterprises, we must first implement the innovation driven strategy, build an innovation industry platform, enhance the ability of products from research and development to manufacturing, and improve the green benefits of products. Secondly, for green production processes, enterprises should reduce costs. For enterprises that can innovate and reduce costs, the state can give appropriate incentives. Reducing production costs will obtain price advantages in the market and improve the supply of green consumer goods. Finally, we should pay attention to the e-commerce industry, advocate the simultaneous development of physical enterprises and e-commerce, give full play to the role of Internet and logistics in economies of scale, establish a green supply chain, and improve the resource utilization rate in the logistics process, which will also reduce enterprise costs and achieve low-carbon and green economic development.

At present, China is in the key stage of promoting green consumption. The government has issued a large number of policies and laws to encourage residents' green consumption, and the media of various industries have also diversified the knowledge related to green consumption, which makes the development of green consumption present a good trend. However, there are still some problems in residents' green consumption, such as the inconsistency between individual environmental protection awareness and behavior.[6] Due to the lack of supervision in the private sector, there are different degrees of green consumption in public places and private areas.[7] At present, the above problems have not been solved, and more in-depth research is needed.

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