

Original Paper

Research on the Practical Path of Green Consumption in China under the Concept of Green Development in the New Era

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Abstract

Since the reform and opening up, China's economy and society have developed rapidly and achieved great construction results. However, the rough development has brought a series of bad consequences, especially the ecological environment is getting worse and worse, so it is especially important to promote green development. Green development is to focus on the common development of economy, ecology and natural environment, to save resources and to adhere to the road of sustainable development. With the development of the times, the green consumption mode has become a new way of consumption. This mode is complementary to green development and follows the principles and concepts of green development. Green consumption is also a concrete embodiment of this concept. The purpose of this paper is to summarize the challenges faced by the implementation of green consumption policy in China and to put forward some feasible suggestions.

Keywords

Green development concept, Green consumption, Gractice path

1. Introduction

With the concept of green development taking root in people's hearts, people have higher requirements for quality of life and a better environment after their basic needs are met, and they start to pursue high quality in all aspects. Green consumption, also known as "sustainable consumption", follows the requirements of green development and is conducive to the formation of a healthier consumption and lifestyle, and to a certain extent represents the progress of society.

2. Overview of Green Development and Its Impact on the Concept of Consumption

2.1 *The Core Meaning of Green Development in the New Era*

First, the harmonious coexistence between human and nature. Human beings originate from and depend on nature. Man originates from nature and depends on it. Man obtains the material materials necessary for production and life from nature to achieve his own development. All production and practical activities of human beings must be carried out in nature, including the production of the necessary material materials and means of living. Secondly, human beings and nature are a community of life. Human existence needs nature to be realized, and the existence of nature depends on human activities to be accentuated. “lifeline” to connect people and nature, which profoundly reflects that people and natural ecology are closely related, and only by closely linking human development and ecological protection can the spread of ecological crisis be effectively curbed. Finally, follow the objective laws of the subjective initiative of man. The man and nature are a mutually beneficial and symbiotic relationship. That means that while nature feeds humans, humans are also feeding nature by virtue of their own strength. But encouraging people to improve their subjective initiative in production practice human does not mean over-exaggerating human subjective initiative, everything is self-centered instead of destroying the ecological environment. Therefore, human beings play subjective initiative to transform nature must be carried out under the premise of following objective laws, so as to better promote social development.

Second, green water and green mountains is the silver mountain of gold. First of all, we need both green mountains and golden mountains. We should all pay attention to our social and economic development and ecological protection. Protecting natural environmental resources is an important cornerstone to effectively promote the development of our economic growth, and the development of our economic growth also provides an essential material guarantee for environmental protection and ecological civilization construction. Therefore, in the process of economic and social development and change in China, economic development and ecological environmental protection construction must be coordinated, not to completely ignore any of them, in order to achieve a more harmonious relationship between the people of China and the earth and nature. Secondly, it is better to occupy the green water and green mountains than the golden mountains. The unilateral pursuit of the golden mountains and the neglect of the green mountains will lead to contradictions between the two, which fundamentally severs the organic unity between the two. Between economic development and environmental protection, we must firmly commit to protecting ecology, properly handle the relationship between green hills and golden mountains, and embark on a path of eco-friendly and green development. Finally, green water and green mountains are our wealth, and we should pay attention to the harmonious development of ecology and economy. Under the premise of respecting the objective laws of nature, we should promote the formation of a harmonious and friendly development relationship between green mountains and golden mountains, put the ecological value brought by natural resources in the first place, further explore the ecological advantages and bring economic benefits to social development in a continuous manner.

2.2 The Importance of Green Consumption to Green Development

First of all, green consumption is essential for the construction of ecological civilization. As a civilized and healthy way of consumption, it can effectively promote the healthy and positive development of society and form a good social morality. With the rapid development of the economy, the living needs of our people have also changed greatly, gradually pursuing a high quality of life. The change of consumption concept not only helps people to form a healthy lifestyle, but also can improve the phenomenon of green pollution and resource waste, and promote the construction of ecological civilization effectively.

Secondly, green consumption promotes green production. It reflects people's pursuit of a better life to a certain extent. People form healthy consumption habits, and naturally the demand for corresponding products increases greatly. This can promote the supply of green products on the market to increase, prices will be reduced accordingly, and more effectively promote the popularity of green consumption. And behind these phenomena, there must be corresponding initiatives to support the various departments concerned need to respond positively. Must practice the concept of conservation, intensive recycling, as far as possible to achieve the maximum economic results at the smallest possible cost.

3. The Current Situation of Green Consumption in China

With the development of society, China's green consumption is becoming more and more popular, and the groups practicing it are becoming larger and more common, but at the same time there are some problems that need to be solved.

3.1 Poor Sales Channels for Green Products, and no Scale Market has been Formed

First of all, the market of green products is confused. So far, because the national authorities have not been able to establish a sound and complete green quality supervision and inspection certification system for these green products, and their own green quality inspection system does not have a unified national standard, which has led to the inability to prevent the counterfeit and shoddy green products on the road of China's green market, and the main impact will be on the health and psychological health of the general public. The major impact will be on the health and psychological health of the general public. The reason for this is that, on the one hand, the government's market supervision is not in place. The responsibility is vague and confusing, the management is chaotic and insufficient, and the supervisory department lacks the corresponding effective governance, so that the legitimate rights and interests of consumers cannot be protected, and the development of green consumption is even more difficult. On the other hand, the lack of a perfect green product quality inspection system. The lack of system leads to inadequate supervision, then the phenomenon of substandard and good happens frequently. Product authenticity are difficult to identify, so that the real green products because of the high price and high price is not good to sell, the market prospects can't look forward to the urgent need to strengthen the supervision of green products from these aspects and so on.

In addition, there are obstacles to the circulation of green products. There is still a lack of uniform

transportation standards for the distribution of green products in China today, resulting in frequent contamination during these processes. At present, we not only lack a complete network for the distribution of green products from wholesale to retail, but also lack an exhibition or trade event that can promote green products and have a significant impact. Furthermore, despite the government's strong advocacy, as it stands, it is not easy to get green products on the market, and there are many obstacles that arise. There are several steps to go through to apply for green food, and there are no policies and standards in place to measure and evaluate vegetables produced by farmers themselves and small and medium-sized pollution-free vegetable bases, in addition to agricultural by-products. This makes it very difficult to apply for green food, and consumers are unable to distinguish between real and fake products in the purchasing process, and the relevant departments are unable to combat counterfeit products, thus limiting the expansion of the green market.

3.2 Enterprise Green Product Production is Difficult

First of all, the enterprise development efforts are insufficient, and the motivation to provide green products is insufficient. The high quality production of green products is a necessary condition for green consumption to achieve growth, compared with traditional products, green products must be based on the green concept, so in the process of research and development not only to consider the market function of the product, but also need to consider the green attributes of the product, its development is generally very difficult. In response to this situation, these companies usually choose non-green products with smaller investment, lower cost and lower risk; in addition, the formation of the concept of green industry development has lasted for a fairly short period of time, and the research of green industry is only in a fumbling stage, which objectively makes China's green industry far from being able to completely replace all non-green products, making many Chinese companies reluctant to produce large quantities of green products. Many large companies in China are reluctant to bear the huge risks brought by the mass production of green products, which makes the whole Chinese green products too monotonous and insufficient in total.

On the other hand, the lack of in-depth understanding and effective promotion of the green product market by enterprises is a serious problem. Although many enterprises have realized the potential of the green industry and are committed to developing green products in the hope of standing out from the competition, many of them lack in-depth research on green products in practical applications due to the lack of investigation and analysis of factors such as market demand, consumers' desire to buy and ability to pay. Over-development can lead to the production of green products that do not match the actual situation and make it difficult to obtain sales. In addition, many enterprises have shortcomings in the promotion of green products. Some enterprises do not make enough efforts in the process of promotion, so that people cannot fully understand their products, let alone buy them. Some enterprises also exert too much force in the propaganda, over-exaggerating the green indicators of the products, but make consumers suspicious, which is not conducive to the sale of products. All this has become an obstacle to the production and marketing of green products, but also to a large extent limit the

realization of green consumption.

3.3 Weak Consumer Awareness of Green Consumption

The success of green consumption depends on the consumers' attention to environmental protection. Green products are divided into two categories: "public goods" and "private goods", and the difference between these two categories lies in the needs of consumers. Public good green products aim to protect public resources such as water and air, for example, zinc air batteries and recycled paper. Since everyone is a beneficiary, there is a need to raise public awareness of environmental protection in order to promote increased consumption. The beneficiaries of "private benefit" green goods will be consumers, such as environmentally friendly materials and organic food. Sales of such goods will continue to grow as market demand increases. With the development of the green concept, our people are becoming more aware of the importance of the ecological environment, and green consumption is gradually penetrating into their philosophy, thus influencing more people to change their consumption patterns. However, although human society has begun to pay attention to environmental protection, ecological balance and green concepts, these consciousnesses are still far from fully meeting people's needs for green consumption. Therefore, the influence of green consumption culture still needs to be further strengthened. According to the survey data (Si Linsheng, 2002), only one quarter of the people in China are actually green consumers, and according to this result, there is still a lot of space for China to reach the model of green consumption environment, and it is not easy to change the consumption concept of other people. In particular, China's rural population is large, most of them do not have higher education, environmental awareness is weak, there is no clear understanding of green consumption, so in rural areas of China's green products sales and marketing is much more difficult.

4. The Path to Promote Green Consumer Behavior Research

4.1 Improve Relevant Laws and Regulations, Regulate the Green Consumption Market and Create a Good Market Environment

On the one hand, create a green consumption environment for consumers through the government's regulation and control measures. First of all, the government should establish and strictly implement a green accounting system, and make green production, marketing, consumption and environmental protection indicators as important criteria for measuring economic and social development, and use them as an important basis for selecting and appointing and promoting leading cadres. In this way, we can truly achieve sustainable development and bring more well-being to our people. Government departments should take up the responsibility of educating the whole population on green issues and provide education and training in various ways in order to raise the public's environmental awareness and green consumption ability and promote green consumption in society. This requires the joint efforts of government departments at all levels and all sectors of society to develop effective measures to ensure that all people can receive green education and practice the concept of green consumption in their daily lives; thirdly, the government should strongly support green industries and increase

investment in this field to enhance the R&D capability of enterprises and promote the popularization and application of green technologies. Through these measures, we can better protect our environment and contribute to future development. We encourage foreign investors to invest in green enterprises and introduce advanced environmental technologies and clean production equipment.

At present, China's relevant green product industry standards and laws are still in a blank state, only in other legal provisions will be mentioned. In China to promote consumption and vigorously implement the process of green consumption practice, if the lack of relevant industry standards and national legal provisions and other effective constraints, it is often easy to produce consumers with inferior products as good, false propaganda consumption, fraudulent sales and other issues. Therefore, the relevant administrative departments must also pay full attention to the degree of urgency of the existence of these problems, the organization of targeted and timely development and introduction of relevant technical standards to regulate the production of testing companies to manufacture testing products, regulate the quality of enterprise testing products to ensure that the products flowing into the market are qualified products, so that consumers can buy with confidence; at the same time, there is a need to improve the green products and green consumption of At the same time, it is also necessary to improve and perfect the relevant legal system on green products and green consumption, and formulate the market access system for green products. We also need to improve the legal system of green products and green consumption, and formulate the market access system of green products. We should punish the violators who endanger the development of green industry and encourage the green industry to use the existing legal system to improve the quality of products, so as to protect the legitimate rights and interests of consumers.

4.2 Enterprises Should Strengthen the Research and Development of Green Products and Optimize Green Marketing Strategies.

First of all, in order to break through the barriers of insufficient green product development and weak competitiveness of enterprises, enterprises should continuously meet the needs of green consumers, strengthen their scientific and technological research and development capabilities, and develop green products. In the process of developing new products, enterprises should also consider environmental protection as much as possible and take measures to prevent the impact on the surrounding ecological environment, and should be committed to minimizing the consumption of resources and the environment and avoiding wasting energy by producing green products. We should actively use green raw materials that are conducive to the development of environmental protection, avoid the health hazards that green products produced by green manufacturing can cause to ordinary consumers, and strictly limit green standards to the scope of mandatory national standards, so that all green products in green products can meet the requirements of ordinary consumers' health in terms of composition, categories, and quality standards.

On the other hand, enterprises should strengthen their investment in green publicity and marketing to make consumers pay more attention to environmental protection and provide efficient and high-quality

services for the development of green food. By making consumers truly understand the advantages of green products, they can increase the possibility of choosing green consumption. Companies should take market planning as a guide to strictly implement green standards in the design, production, procurement, protection and management services as well as storage and transportation of manufactured green products and strengthen the control of the production chain to ensure that the products meet environmental protection requirements and continuously provide the majority of consumers with the creation of green goods. Secondly, the company management should gradually change the traditional concept of green product management, in order to improve the company's green products, we will strengthen the research and development of green technology, and adopt "green" management strategy to achieve this goal. Through these measures, we hope to improve the overall green, health and environmental benefits of our company. Companies should adopt a green industrialization business model, strengthen innovation in green product technology, reduce production costs, set reasonable prices, and continue to expand green consumer groups.

4.3 Encourage Green Consumption by Raising Consumers' Awareness of Environmental Protection

The concept of green consumption is an intrinsic driving force to promote people's pursuit of a healthy lifestyle, which not only improves people's quality of life, but also protects our environment. Then in order for our country to achieve the popularity of green consumption faster and improve the quality of life of people nationwide, we must start with consumers. First of all, we should guide and strengthen the residents' awareness of green consumption, so that they can fully realize the benefits that this kind of consumption can bring, and thus they can treat this matter more positively. Second, for people in rural or more remote areas, we need to develop special and easy-to-understand programs to make them accept the concept of green consumption from the bottom of their hearts. For example, we can hold some lectures and also put people in the position to feel the benefits of it, instead of just preaching, the combination may have a more obvious effect. To do this, let the whole country see the importance of green consumption, so that people know that to improve the quality of life and ensure health can not leave it, human beings and nature can live in harmony with its closely related.

Only by making consumers understand the importance of green consumption and the benefits it brings can they truly accept, change and follow this new consumption model from the bottom of their hearts. In addition, the government can raise consumers' green awareness and philosophy by forming an authoritative green organization that can promote green consumption through education and publicity so that more people will realize the importance of green consumption and actively choose to participate in it themselves. Most importantly, there is also a need to go for some supervision and monitoring of consumers' behavior to raise their environmental awareness, so that they can actively participate in environmental protection activities and raise their awareness of green consumption.

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