

Research on the Countermeasures of Green Consumption Behavior in Anshan City from the Perspective of Environmental Value

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Abstract

With the improvement of my country's economic level, the quality of life of the people has also been effectively guaranteed. Green consumption behavior is a brand-new consumption mode and life concept, and an important measure to promote the development and construction of my country's ecological civilization. From the perspective of environmental value, this paper analyzes the influencing factors of residents' green consumption behavior in Anshan City, and puts forward corresponding countermeasures and suggestions to strengthen the construction of ecological civilization Anshan, establish green ecological development, and advocate green consumption.

Keywords

Green Consumption; Consuming Behavior; Countermeasures.

1. Green Consumption

For the concept of green consumption, academic circles have summarized it from different angles and aspects, and there is no unified definition yet. In the internationally recognized green consumption process, consumers need to follow the 5R principles, which stand for reduce, reevaluate, reuse, recycle and rescue. Green consumption is a new type of consumption behavior that focuses on sustainable development. It refers to the pro-environmental consumption behavior that consumers strive to protect the ecological environment and minimize the negative impact of consumption on the environment during the process of purchasing, using and disposing of goods. To a large extent, the greening of lifestyles can be measured by the green consumption behaviors of residents. Green consumption behaviors have become an important way for residents to participate in environmental co-governance in their daily lives.

2. There are Problems with Green Consumption Behavior in Anshan City

2.1. Government Level

On the one hand, policies related to green consumption are not yet perfect. There is a lack of relevant legislation supporting green consumption, the existing laws and regulations do not reflect the concept of green development, and there is a lack of detailed regulations on green consumption. There is no technical standard system for various green products, and no detailed environmental standards for green products. As a result, it is difficult for ordinary consumers to identify and inquire whether the purchased products are green products. Moreover, there are many green product certification agencies in my country, and the certification standards are not uniform and lack authority. On the other hand, the government's support for green products is not enough. For enterprises producing green products, there is a lack of economic

funding, policy and credit support, and for enterprises that consume resources and cause serious pollution, the sanctions policy is unclear, and there is a lack of a policy system that provides strong support and protection for green industries.

2.2. Enterprise Level

First of all, the development of green products lacks motivation and strength, and has not yet formed a scale. Enterprises have insufficient investment in the r&d and production of green products, with weak innovation ability and low production technology level. The variety supply of green consumer products is insufficient, the circulation channel is not smooth, and the scale is not large. Secondly, green product management is mostly in a decentralized state with a single sales channel and a lack of professional green product dealers. Finally, the price of green products is on the high side. The production of green products cannot be separated from the support of new technologies and processes, which requires an increase in capital investment in the short term. As a result, the production cost of green products is high, and the sales price is also high, thus reducing the profits of enterprises.

2.3. Public Level

Green consumption awareness is not high. Citizens for green consumption is still in its infancy, the consumer attention to green consumption, also most confined to their own safety and health, the measure of the quality of the product and price, out of the serie a is for environmental protection are relatively shallow, ignore the purchased goods to the destruction of the ecological environment, the lack of concern for society in the development of green, led to the lag of green consumer behavior. The price of green products is relatively high, and most consumers are at a low or middle income level. In terms of purchasing green products, they are restricted by their income level, and their demand for green products is difficult to be satisfied.

3. Countermeasures and Suggestions on Green Consumption Behavior in Anshan City

3.1. Strengthen Government Supervision and Improve Laws and Regulations

The government should strengthen the supervision of laws and regulations, increase legislation on green consumption and environmental protection, continue to encourage environmental protection industries that conserve energy and reduce emissions, provide greater financial subsidies, encourage enterprises to produce green products for green marketing, and foster green industries. Enterprises producing green products shall be provided with financial support, technology support, policy support and tax support in the r&d and production of green products, and consumers shall be attracted to purchase green products through macro-control of the price of green products. Give full play to the role of relevant government departments, undertake the responsibility of carrying out green consumption education for the whole people, and carry out education and training with different contents in different ways according to different levels of objects, so as to improve the awareness of green consumption among the whole people.

3.2. Implement Green Production and Promote Green Consumption

Green business model innovation, and promote the greening of the whole industry chain, the enterprise from the green procurement, green production, green marketing, green recycling, etc., improve enterprise in the production of green products of science and technology level, reduce the production cost, make the mass production of green products, universal, to buy green products, thereby reducing because of the purchase price, Encourage residents to adopt green consumption behaviors. We will reduce the price, research and development cost, transportation cost, and sales cost of green products, and vigorously promote green

consumption in the market. Vigorously research and develop new products, find alternative green raw materials, reduce the use of high energy consumption, high pollution, choose to use clean energy, improve production efficiency, reduce emissions, and establish a good sense of social responsibility.

3.3. Strengthen Public Participation and Raise Awareness of Green Consumption

Actively participate in green practices, starting from daily life, such as saving water, electricity, and gas, actively participating in garbage classification, reducing the use of plastic products, participating in CD-ROM activities, and taking public transportation to achieve green travel, etc., to strengthen public awareness of green consumption. Actively learn green environmental protection knowledge, participate in environmental protection activities, understand the efficacy of green products, stimulate their own green consumption awareness, enhance their sense of responsibility for green development, strengthen the public's environmental concern, and participate in environmental co-governance. Increase the publicity of environmental protection and green products, enhance residents' sense of personal responsibility for environmental protection, and enhance their confidence in green industries. Through strengthening publicity and education, residents' environmental protection habits are cultivated, and then they are encouraged to choose green products.

4. Conclusion

Green consumption is a sustainable way of consumption. It is an effective way for consumers to realize their purchase goals and reduce environmental losses when they are aware of environmental problems. Anshan should speed up the improvement of ecological civilization level, give more prominence to the construction of environmental pollution prevention and control, and focus on the implementation of four ecological environmental projects of green mountain, clear water, blue sky and pure land, and strive to build a beautiful Anshan.

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