

University Students' Psychology and Behavior of Green Consumption under the Background of "Double Carbon"

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Abstract: Firstly, this article expounds the background of the goal of "double carbon" and its close relationship with green consumption, and emphasizes the important role of university students as the main force in promoting green consumption in the future. Subsequently, the specific goal of the study is clarified, that is, the current situation, influencing factors and psychological mechanism of green consumption of university students are deeply analyzed, and the promotion strategies are put forward. Through research, this article finds that university students' concept of green consumption is gradually increasing, but there is still a gap between actual action and cognition, which is influenced by multiple factors such as individuals, society and economy. At the same time, this article also reveals the complex psychological mechanism of university students' green consumption, including environmental awareness, social norms, group influence and so on. Based on the above research results, this article puts forward some strategies and suggestions to promote university students' green consumption, including education guidance, policy and market incentives, social and cultural environment creation and personal action ability improvement. These strategies aim to guide university students to form green consumption concepts and behavior habits, and contribute to the realization of the goal of "double carbon".

1. Introduction

In the context of increasingly severe global climate change, countries have put forward coping strategies, among which the goal of "double carbon"-peak carbon dioxide emissions and carbon neutrality-has become an important part of international climate governance [1]. This goal is put forward in order to reduce greenhouse gas emissions and realize the green transformation of economy and society in order to meet the challenges brought by global warming [2]. Under this background, as the main force of the future society, university students' consumption concepts and behaviors play an important role in promoting green consumption and environmental protection [3].

University students have high cultural literacy and strong acceptance, which is an important force to form and spread new ideas and behaviors [4]. Their consumption choice not only affects their own lifestyle, but also indicates the consumption trend of the future society to a great extent [5]. Therefore, it is of great significance to guide university students to establish the concept of green consumption for promoting the green transformation of the whole society.

Green consumption, as an environment-oriented consumption mode, emphasizes reducing the negative impact on the environment in the consumption process and promoting the rational utilization and recycling of resources [6]. It can not only reduce environmental pollution, relieve the pressure on resources, but also promote the development of green industries and promote sustainable economic growth [7]. Therefore, studying the psychology and behavior of university students' green consumption is of great theoretical and practical value for deeply understanding the internal mechanism of green consumption and promoting its development. The purpose of this study is to explore the psychological and behavioral characteristics of university students' green consumption under the background of "double carbon" and the factors affecting their green consumption choices.

2. Theoretical basis of green consumption under the background of "double carbon"

2.1. The concept and connotation of green consumption

Green consumption, as a new and environment-oriented consumption mode, has gradually attracted worldwide attention in recent years [8]. It emphasizes that in the process of consumption, we should fully consider the environmental impact of products and choose products and services that are environmentally friendly, low in resource consumption and less in pollution discharge [9]. Green consumption is not only a purchase behavior, but also a reflection of life attitude and values. It encourages consumers to pay attention not only to the price and quality of products, but also to the environmental costs in the process of production and use. Through green consumption, we can promote the rational utilization of resources, reduce environmental pollution and promote the sustainable development of society.

2.2. "Double Carbon" goal and the correlation mechanism of green consumption

The goal of "double carbon", that is, peak carbon dioxide emissions and carbon neutrality, is an important strategic decision made by China to cope with global climate change. It requires us to strictly control greenhouse gas emissions in the process of economic development, achieve the peak of carbon emissions, and then gradually offset the carbon emissions through a series of measures, such as energy conservation and emission reduction, afforestation, etc., and finally achieve the goal of carbon neutrality [10]. And green consumption is one of the important ways to achieve the goal of "double carbon". By promoting green consumption, we can guide consumers to choose low-carbon, environmentally-friendly products and services, thus reducing carbon emissions and promoting green economic transformation. Green consumption can also stimulate the innovation vitality of the market, promote the development of green industries, and provide strong support for the realization of the goal of "double carbon".

2.3. Green consumption motivation from the perspective of psychology

From a psychological point of view, the motives of green consumption are complex and diverse. On the one hand, with the improvement of environmental awareness, more and more consumers begin to pay attention to the environmental impact of products, and they are willing to pay higher prices for environmentally friendly products to reflect their sense of environmental responsibility. This motivation based on environmental awareness is an important force to promote the development of green consumption. On the other hand, green consumption can also bring psychological satisfaction and sense of accomplishment to consumers. By choosing green products, consumers can feel their contribution to environmental protection, thus enhancing their sense of self-identity and self-worth. Psychological factors such as social norms and group influence will also have an impact on green consumption motivation. When green consumption becomes a social fashion, consumers are more susceptible to group pressure and choose green products.

3. Psychological and behavioral analysis of university students' green consumption

3.1. Analysis of the current situation of green consumption of university students

When discussing the psychology and behavior of green consumption of university students, this article first makes a comprehensive analysis of the current situation of green consumption of university students. The main current situation and problems of university students in green consumption are shown in Table 1.

Through questionnaire survey and on-the-spot observation, this article found that university students showed a positive trend in green consumption. They generally have a high awareness of environmental protection, are willing to pay extra for environmental protection products, and actively practice the concept of green consumption in their daily lives. At the same time, this article also notes that there are still some problems in university students' green consumption, such as the lack of green consumption knowledge and the lack of green product recognition ability. These problems limit the further development and deepening of their green consumption behavior.

Table 1 Current Status of Green Consumption among University Students

| Survey Content | Status Description |
|------------------------------------|---|
| Awareness of Green Consumption | Generally high, willing to pay extra for environmentally friendly products |
| Practice of Green Consumption | Actively practicing green consumption concepts in daily life |
| Knowledge of Green Consumption | Lacking, insufficient understanding of related knowledge on green consumption |
| Ability to Identify Green Products | Insufficient, difficulty in accurately identifying the authenticity and quality of green products |

3.2. Explore the influencing factors

In order to deeply understand the psychology and behavior of university students' green consumption, this article deeply explores the factors that affect university students' green consumption. For example, Table 2 lists the main factors that affect the green consumption of university students in detail, and distinguishes the internal factors and external factors, as well as their respective influencing ways.

Table 2 Analysis of Factors Influencing Green Consumption among University Students

| Influencing Factors | Type | Mode of Influence |
|---------------------------|------------------|---|
| Personal Values | Intrinsic Factor | Directly determines university students' cognition and attitude towards green consumption |
| Environmental Awareness | Intrinsic Factor | Directly determines university students' cognition and attitude towards green consumption |
| Economic Conditions | Extrinsic Factor | Provides material conditions, indirectly influencing green consumption behavior |
| Sociocultural Environment | Extrinsic Factor | Creates a social atmosphere, indirectly influencing green consumption behavior |
| Peer Influence | Extrinsic Factor | Generates group pressure, indirectly influencing green consumption behavior |

This article finds that personal values, environmental awareness, economic conditions, social and cultural environment and peer influence have a significant impact on university students' green consumption behavior. Among them, personal values and environmental awareness are internal factors, which directly determine university students' cognition and attitude towards green consumption. Economic conditions, social and cultural environment and peer influence are external factors, which indirectly affect university students' green consumption behavior by providing material conditions, social atmosphere and group pressure.

3.3. Psychological mechanism analysis

After exploring the factors affecting green consumption of university students, this article further analyzes the psychological mechanism of green consumption of university students, as shown in Table 3.

Table 3 Analysis of Psychological Mechanisms Behind Green Consumption among University Students

| Psychological Mechanism | Description | Impact Effect |
|------------------------------|--|---|
| Environmental Responsibility | Concerns about the environmental impact of products, willingness to choose environmentally friendly products | Drives green consumption decisions |
| Self-Identity | Obtains psychological satisfaction and personal value through green consumption | Reinforces the concept of green consumption |
| Social Identity | Gains social recognition and respect through green consumption | Promotes the continuation of green consumption behavior |
| Group Belonging | Finds a sense of group belonging in green consumption, resonates with like-minded individuals | Enhances the group dynamics of green consumption |

Through in-depth interviews and the application of psychological theory, this article finds that university students' green consumption behavior is driven by various psychological mechanisms, including environmental responsibility, self-identity, social identity, group belonging and so on. These psychological mechanisms interact and jointly affect the green consumption decision-making and behavior of university students.

4. Strategies and suggestions for promoting green consumption of university students

4.1. Educational guidance strategy

Education is the key to guide university students to form the concept of green consumption. Colleges and universities should incorporate green consumption education into the curriculum system, and teach the knowledge and ideas of green consumption to university students by offering related courses, holding lectures and seminars. Colleges and universities should also make use of campus media and social platforms to widely publicize the importance and practical methods of green consumption, and improve university students' awareness of environmental protection and willingness to consume green. In addition, colleges and universities can also organize green consumption practice activities, such as green shopping festivals, environmental protection products exhibitions, etc., so that university students can experience the fun and benefits of green consumption personally, so as to participate in green consumption more actively.

4.2. Policy and market incentives

The government and schools should introduce relevant policies to give certain preferential treatment and rewards to green consumption. The government should also strengthen the market supervision of green products to ensure that the quality and environmental performance of products meet the standards and provide consumers with a safe and secure green consumption environment. In the market, enterprises should actively develop green products that meet the needs of university students, and attract university students to choose green consumption through price concessions and quality assurance.

4.3. Social and cultural environment construction

The social and cultural environment has an important influence on the green consumption behavior of university students. Therefore, we should strive to create a social and cultural atmosphere that advocates green consumption. We can widely spread the concept and value of green consumption through media propaganda and public welfare activities, so that university students can feel that green consumption is a fashionable and healthy lifestyle. At the same time, colleges and universities can also encourage university students to participate in environmental volunteer service activities and practice the concept of green consumption through practical actions, thus forming a good social trend.

4.4. Personal mobility improvement

In addition to the guidance of the external environment, it is also very important to improve the individual green consumption action ability of university students. Colleges and universities can offer relevant courses or workshops to teach university students practical skills such as how to identify green products and how to do green shopping. University students themselves should actively learn the knowledge of green consumption, improve their environmental literacy and green consumption ability, and thus contribute to the green development of society.

5. Conclusions

Through systematic research and analysis, this article draws a series of important findings about university students' green consumption psychology and behavior. As the backbone of the future society, university students' consumption concepts and behaviors play a vital role in promoting the development of green consumption. This study reveals the current situation, influencing factors and

psychological mechanism of university students in green consumption, which provides strong support for us to deeply understand the green consumption behavior of this group.

In the research, this article finds that the concept of green consumption of university students is gradually enhanced, but there is still a gap between actual action and cognition. This gap is influenced by many factors, including personal values, environmental awareness, economic conditions and social and cultural environment. At the same time, this article also finds that the motivation of university students' green consumption is complex and diverse, which is not only based on the internal motivation of environmental awareness, but also driven by external factors such as social norms and group influence. By guiding university students to form green consumption concepts and behavior habits, we can contribute to the goal of peak carbon dioxide emissions and carbon neutrality. Green consumption also helps to promote the green transformation and sustainable development of the economy and lay a solid foundation for future social development.

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