Promotion Strategy of Green Consumption for Teenagers in China

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ABSTRACT

The thesis statement is green consumption is good method to protect the environment, teenagers period is a very important stage which life and values are formed, so how to promote the teenagers to have the concept of green consumption is very important. First part is analysis of characters of the teenager’s behavior; Second part is the factors that affect green consumption of the teenagers; the most important part is promotion strategy of green consumption of teenagers. The environment issue is very important so we must take some effective methods to improve. We should take the effective strategies to help the teenagers become green consumers.¹

KEYWORDS

Green consumption, teenagers, promotion strategy.

INTRODUCTION

With the economy development in China, the environment problems in some cities become more and more serious. Because pollution seriously affect people’s quality of life, everyone should do something that we can do to improve this situation. Green consumption focuses on the disposal of waste, guides consumers change the concept of consumption and pays attention to environment protection, so we all should have the concept of green consumption. Teenager’s period is a very

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important stage which life and values are formed. It is imperative that takes some strategies to promote the teenagers in China to adopt the green consumer behavior.

ANALYSIS OF PATTERN OF THE TEENAGERS BEHAVIOR

Sociologist Murray Milner did research to find behavior pattern of teenagers. Milner drew upon two years of intensive fieldwork in one high school and 300 written descriptions of high schools, he found that consumer culture greatly impacts the way the youth relate to one another. Milner expands on that concept with a new year of fieldwork fifteen years after he began and shows that the significance of consumerism has changed, the social media have altered. (Milner xi)

THE FACTORS THAT AFFECT GREEN CONSUMPTION OF THE TEENAGERS

For promoting the teenagers to adopt the green consumption concept, knowing which factors affect teenagers behavior is very important.

Family Factor

Parents have primary responsibility for directing the lives of the adolescents. Most people think their parents shaped their lives. Differences in social class affect what goes on in high school, a primary feature in schools was learning to consume. (Milner 18).

School Factor

Students from the broad middle classes are an especially important part of the story because it is the purchasing power and political support of the teenagers. School play a role in inculcating young people with assumptions, motivations, and norms needed for a consumer society. (Milner 24).

Media Factor

With the popularity of the internet, the use of the mobile Internet, cell phones, tablets, and social media among teenagers expanded at a near exponential rate. (Milner 230).

Government Factor

The social and cultural environment shaped by the government and the macro-consumption environment are the important factors that influence the purchase of green consumption. The government should promote green education in the whole
society and promote green thinking as much as possible so as to create a green social and cultural environment and raise consumer awareness of environmental protection. (Shengguo Xu and Chunli Chu etc.68)

**Enterprises Factor**

Enterprises should strengthen the development and innovation of green products, improve technologies and reduce prices and increase the types of green products. In addition, enterprises have a certain guiding role in consumer patterns, guide teenagers to become green consumer through marketing campaign. (Kai Chen, Min Xiao,163).

**PROMOTION STRATEGY OF GREEN CONSUMPTION OF TEENAGERS**

**Reference for Green Consumption of Teenagers**

Research found in Japanese schools, the popularity of environmental education is very high. Environmental education courses are offered in all types of schools and among the public Seminar on environmental protection, to enhance citizen Environmental awareness. Japan's social environmental education is not only specifically for adolescents to carry out, but in all the people are environmentally friendly social culture and atmosphere, adolescents' environmental awareness of the moment is subject to health education environment. The theoretical and practical activities of environmental education for adolescents in Japan that carry out adolescent environmental education in schools, communities, NGOs and other fields Successful experience can give us reference for green consumption of teenagers. (Liang Li,24)

Comb and evaluate the environmental education of adolescents in China, correctly understand the insufficiency in the theory and practice of adolescent environmental education in China from a new perspective through logical reasoning Specific Suggestions and Countermeasures for Further Improvement of Environmental Education for Teenagers in China. (Liang Li, 25)

**The Promotion Strategies of Green Consumption for Teenagers**

In the book The Green Consumer claim “Today, saving the environment is more crucial than ever before. You can in fact use your spending power to make a difference—and The Green Consumer shows you how”. (Joel Makower with John Elkington and Julia Hailes,4).
PROMOTING THE TEENAGER TO DO “THREE R’S”

Because the teenager behavior was affected by the family and media factors, The parents should set an example in green consumption, though the popular media that the teenager like to guide the teenager to practice “three R’s” that set by the Green Consumer movement: reduce, reuse and recycle. “Reduce” is avoiding buying wasteful and polluting products; “Reuse” is to buy products that can be used again and again or to look for products made from or packaged in recycled material, “Recycle” is third choice—after avoiding wasteful purchase altogether and reusing things as much as possible. (Joel Makower with John Elkington and Julia Hailes, 10-13).

ENHANCE THE ENVIRONMENTAL EDUCATION ACCORDING TO CHINA’S NATIONAL CONDITIONS

The purpose of environmental education is to solve the existing environmental problems and achieve sustainable development. Environmental education is very important to popularize the basic knowledge of environmental causes, impacts and governance measures, to enhance people's awareness of the importance of coordinated development between society and nature, to enhance public awareness of environmental protection and to prevent and control ecological deterioration and environmental pollution. Adolescents are the future of the world and shoulder the historical responsibility of social development and environmental improvement. Therefore, environmental education for young people is particularly important. Environmental education in China should gradually form a multi-level and multi-form environmental education system with Chinese characteristics. Realizing the successful experience of developed countries in environmental education for adolescents is of great practical significance in building an environmental education system suitable for China's national conditions. (Liang Li, 28)

RELATED ORGANIZATIONS CREATE FAVORABLE ENVIRONMENT FOR TEENAGERS TO DEVELOP GREEN CONSUMPTION

The Chinese government attaches great importance to the construction of green consumption environment and plays the important role in shaping the green consumption macro-environment. Major environment problems and depletion of natural resources forced human civilization to focus environmentally responsible consumption. More and more organizations are producing environmentally friendly products today and consumers are also showing increased willingness to purchase such products. (Yatish Joshi and Zillur Rahman,139) Third-party departments including environmental protection organizations and the mass media publicize relevant knowledge to teenagers, promote green consumer culture and carry out diversified green consumption activities among teenagers, for example, conducting green consumer knowledge contest, deepen their awareness of green consumption
and green products, awoken teenagers environmental awareness and promote teenagers green consumer behavior. (Shengguo Xu and Chunli Chu etc.68)

CONCLUSIONS

The teenagers are the future of the country, resourceful teenagers lead to a resourceful nation, strong teenagers lead to a strong country. Taking the effective strategies to help the teenagers become green consumers is imperative.

REFERENCES


