

Research on the Green Consumption of College Students and the Practice of Campus Ecological Community in the New Era

Mei Hong

School of Finance, Anhui University of Finance and Economics, Bengbu, China

Abstract

The green consumption concept is a consumption concept that occupies a higher level of rational consumption and takes green high-quality development as a higher goal. As an important part of China's consumer groups, college students are at the forefront of the times and lead the social atmosphere. This paper takes the new development concept of innovation, coordination, green, openness and sharing in the 13th Five Year Plan as the background of the times, combined with the current construction of a community with a shared future for mankind, to build a campus ecological community with college students' green consumption as an opportunity, and expounds the importance of cultivating college students' green consumption outlook and building a campus ecological community. By using educational means to cultivate college students' awareness of green consumption and strengthen green practice, the goal is to provide reference for college students to practice green consumption and promote the typical and exemplary role of social ecological community construction at the turning point of building a "beautiful China" and realizing green transformation during the "Fourteenth Five Year Plan" period.

Keywords

Campus Ecological Community; College Students in the New Era; Green Consumption.

1. Introduction

Since the 18th National Congress of the Communist Party of China, the ecological civilization strategy, as a national strategy, has not only promoted the transformation of China's economy to high quality at the macro level, but also made micro constraints at the individual level. In the new era, college students have ideas and actions, and constantly cultivate and practice the green consumption concept under the call of the Party. Strengthening the guidance of college students' green consumption concept and helping them establish correct consumption habits will not only help college students' physical and mental health, but also inject inexhaustible fresh power into the construction of ecological civilization. In addition, the campus where the university students live is a typical ecosystem. As a relatively independent ecosystem, the university campus has strong controllability and flexibility, which is of great significance to the construction of a social ecological community.

2. The Cultivation of Green Consumption of College Students in the New Era and its Significance

2.1. Green Consumption of College Students

Green consumption, also known as sustainable consumption, refers to a new type of consumption behavior that appropriately controls, reduces environmental damage, and advocates ecological protection of the natural environment. It not only includes green products, resource reuse, low-carbon travel, etc., but also includes the protection of ecology and species.

The focus of the proposal is "green life, environmentally friendly shopping". It can be seen from the meaning of green consumption that there is a great difference between the green consumption mode and the traditional consumption mode. With the improvement of people's material level, the demand for material life also focuses more on the low-carbon green way. The widespread popularity of the concept of sustainable development stems from people's recognition and support for the concept. As inheritors and promoters of advanced social thoughts, college students in the new era are the group with the highest green penetration rate. Influenced by their environment and education, they play an indelible role in promoting the concept of green consumption and practicing green consumption behavior. However, college students are also a highly volatile group. If they do not continuously regulate and supervise their consumption behavior, it is difficult to maintain the habit of green consumption. Therefore, it is of great significance to study the cultivation of college students' green consumption outlook in the new era.

2.2. The Importance of Green Consumption of College Students

2.2.1. It is Conducive to the Vigorous Development of Low-carbon Economy

With the proposal of the concept of green development, low-carbon economy has begun to enter the public's vision and is advocated by the whole society. In the era of diversified consumption patterns, diversified consumption scenarios, and universal quick payment, the low carbon economy has brought a new and sustainable consumption environment to college students. The proposal of this new consumption concept can avoid college students' wrong consumption behaviors such as impulsive consumption and advanced consumption, improve their attention to ecological civilization, help college students identify uneconomic consumption behaviors, and actively reduce wasteful behaviors in daily life. Focus on green and practice green. In addition, with the support of policies, new agriculture has also introduced green products. College students' attention to agricultural products will also help achieve rural revitalization, inject youth vitality into the green development of the whole industry, and start the sustainable development of the whole society. The wide spread of green awareness creates good conditions for low-carbon economy and sustainable development.

2.2.2. Helping to Promote the Construction of Campus Ecological Community

College students are a group whose ideology tends to fluctuate. Their consumption habits are easily influenced by the people around them. They are very likely to follow the crowd when making consumption decisions. In addition, with the rapid development of e-commerce, electronic consumption has gradually become the main way of college students' consumption, and electronic consumption is more likely to produce wasteful consumption behavior. Therefore, as the cradle of talent training, it is very important to cultivate the green consumption concept of college students for regulating their consumption behavior. First, through campus daily education, we should establish a scientific and rational consumption mode for college students, advocate thrift and waste, and guide college students in the new era to get rid of consumption errors such as extravagance and waste, blind consumption, comparison consumption, and advanced consumption, so as to eliminate personal bad consumption from college students' thoughts in a real sense, and implement low-carbon, environment-friendly, green and sustainable behaviors in all aspects of life. Secondly, from the perspective of improving the personal moral quality of college students, green consumption practice has become a life style affirmed by the campus. When college students can correctly understand the important role of individuals in campus environmental protection and social ecological civilization construction, they actively pay attention to environmental changes, guide themselves to make correct consumption behavior from the bottom of their hearts, and ultimately promote the construction of the campus ecological community.

2.2.3. It is Conducive to Giving Play to the Role of College Students in Promoting the Construction of Ecological Civilization

College students in the new era have ideals and responsibilities, and their words and deeds reflect the guidance of social ideology and culture. Therefore, it is of great significance to guide college students in the new era to play an important role in the construction of ecological civilization, cultivate a green consumption concept and show a beautiful youth background. First, we can set up the firm green consumption idea of college students, carry out self-awareness and constantly revise our own green consumption idea based on the campus green construction goal and the social green development goal. Second, we can constantly deepen the green moral concept of college students, identify immoral and unreasonable consumption patterns, dare to question the wrong consumption situation, and consciously practice green consumption behavior in the consumption process. Give play to the leading role of college students in the construction of social ecological civilization, inject inexhaustible youth vitality into the new era of socialist ecological civilization, and radiate the unique luster of young people.

3. Green Consumption of College Students and Campus Ecological Community

3.1. Connotation of Campus Ecological Community

The ecological community is an important means to promote the harmonious coexistence between man and nature, and it is an ecological civilization concept advocating green, harmonious, open and shared. The campus ecological community is a part of the social ecological community, which is of great significance to the development of the whole social ecological community. College campus is an important place for the spread of culture and ideology. The guidance of green consumption ideas for college students on campus will undoubtedly promote the green development of society. In addition to unilaterally cultivating college students' green consumption concept, the practice of green consumption concept with college students, faculty and campus staff as the main body plays a more important role in the construction of the entire campus ecological community. In general, under the construction of the campus ecological community, green consumption is no longer a concept, but a process of harmonious coexistence between human and nature guided by the practice of green consumption behavior.

3.2. Construction of Campus Ecological Community under Green Consumption

Campus is a small society. College students, faculty and campus staff have jointly constructed a campus ecological community. Under this community, the first thing we need is a common green consumption ideology. In the practice of green consumption, it is difficult to adopt a mandatory mechanism for the main body in the campus community. Therefore, it is indispensable to establish a common consumption concept. Specifically, each subject needs to play a correct role in promoting the construction of the campus community. Any bias in the green concept of the subject will have an impact on the construction of the entire community. In terms of the number of students, college students occupy the main part of the campus population, which also means that the green consumption behavior of college students has a decisive role in the construction of the entire campus ecological community. Under the guidance of the correct ideas of the teachers and staff, college students should establish the correct consumption awareness in their daily campus life and consciously practice the correct green consumption practice. In the process of providing campus services, campus staff consciously maintain the green consumption environment of college students. The organic unity of educational support, environmental support and cultural shaping gradually implements the positive behavior of each campus subject and internalizes the green

development concept of the subject. Secondly, we need correct behavior guidance. The essence of human is the sum of all kinds of social relations. In the micro society of campus, each individual's behavior will be affected by other individuals, and in turn, the individual itself will also have an impact on other individuals. Based on such social essence, it is necessary to establish a good code of conduct system in the campus ecological community, restrict the behavior of the subject with the system, and then promote the positive interaction between them, stimulate their potential social consciousness, make themselves constantly adapt to the environment, and finally form the goal of harmonious coexistence between man and nature. Finally, form an effective promotion of the campus ecological community. After the campus ecological community with each university as the practice subject has formed a good operation within the campus, it has social value to push it to a wider social field. For example, China University of Geosciences takes sustainable development and ecological civilization construction as its key construction direction, Tsinghua University takes the lead in proposing the construction goal of "green university", and Yale University sets up a special organization to carry out green research. These all demonstrate that once the campus ecological community is formed, it will play a positive role in guiding the cultivation of college students' green consumption concept, and this green consumption consciousness will exist for a long time. As an ideology, it will continue to be passed on to new individuals who join the campus. As these individuals enter the society, they will form a broader social ecological community, promoting the construction of social ecological civilization in the new era.

4. Ways to Realize Campus Ecological Community under Green Consumption

4.1. Green Education Guidance

Education is an important guarantee for the dissemination of new development ideas. In the context of current social green development, it is very important to practice green education. College campuses can guide college students to consider problems and guide behavior from the perspective of green development in their study, life and research by offering relevant elective courses for sustainable development, offering relevant minor majors, and compiling green economy textbooks. Through the holding of competitions, special lectures, college research, social practice and other activities related to the green theme, college students are encouraged to take "green" as the theme, constantly expand their thinking, internalize it, and truly implement the concept of green development from all aspects of social life. Promote the demonstration role of colleges and universities with outstanding ecological civilization construction, exchange between colleges and universities, summarize the experience and lessons learned in the process of campus ecological community construction, gradually form a scientific concept of campus ecological civilization construction, and constantly promote the construction of campus ecological community to success. However, according to the survey, the implementation of the concept of green development in colleges and universities is uneven, and the relevant education courses in some colleges and universities are obviously backward, which has also led to some college students' low awareness of green consumption, lack of ecological responsibility, and low participation in social environmental protection. Therefore, in order to continue to promote the construction of the campus ecological community, from the perspective of the responsibilities undertaken by colleges and universities, colleges and universities must attach importance to green education, and must not fall behind on the path of implementing the new development concept.

4.2. Green Consumption Practice

Individual development depends on the participation of practical activities. As an important part of the society, college students' consumption behavior has had an impact on the overall consumption of the society, but many college students do not realize this rationally, or consciously but without specific action. Therefore, in order to implement the construction of campus ecological community, we must guide college students to practice green consumption. It is worth noting that whether the practical activities carried out in the form of banners and warning slogans can really urge college students to practice green consumption behavior remains to be considered. Quantifying "green" and showing "green" in digital form can make college students intuitively feel the changes brought about by green behavior and the incentive effect on people around them, which can strengthen the management of college students' green consumption and put green consumption practice into practice. The green practice of some colleges and universities at home and abroad also shows that it can well mobilize the enthusiasm of college students and constantly improve their green consumption awareness to let students participate in the green construction of colleges and universities through green design.

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