

Green Consumption Helps Achieve Dual Carbon Goals

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Abstract: Achieving carbon peak and carbon neutrality is an inherent requirement for implementing the new development concept, building a new development pattern, and promoting high-quality development. It is a major strategic decision made in coordination with both the domestic and international situations. "Green water and green mountains are gold and silver mountains." Promoting carbon peak and carbon neutrality is a major strategic decision made based on the domestic and international situation. It is also an inherent requirement for implementing the new development concept and promoting high-quality economic development. This article will combine theories such as welfare economics, externalities, and utility theory to analyze the path to achieve the dual carbon goals from the three perspectives of the country, enterprises, and individuals, so as to achieve the dual carbon goals as soon as possible and realize the green and sustainable development of the national economy.

Keywords: Dual Carbon; Green Consumption; Utility; Externality.

1. Introduction

On September 22, 2020, the 75th United Nations General Assembly proposed the goal of "my country strives to peak carbon dioxide emissions before 2030 and achieve carbon neutrality before 2060". The carbon neutrality vision fully demonstrates my country's determination and confidence in controlling carbon dioxide emissions, which not only injects new vitality into promoting high-quality economic development, but also puts forward higher requirements for the low-carbon transformation of society. The report also pointed out that it is necessary to actively and steadily promote carbon peak and carbon neutrality.

At present, the "dual carbon action" has become hot in the production field, and relatively speaking, the consumption field is still in the preheating state. "The dual carbon action directly targets modern life that is highly energy-dependent, corrects consumption patterns that consume too much material, and guides sustainable consumption that is recycled and regenerated. It is an external and tight constraint on consumer behavior. The government has done a solid job in carbon peak and carbon neutrality, formulated a carbon peak action plan, optimized the industrial structure and energy structure, vigorously developed new energy, and promoted the green transformation of production and life. The international experience of low-carbon consumption is mainly to reduce per capita carbon emissions in households and offices, encourage electric travel and low-consumption transportation, and encourage recycling and circular economy. Promoting my country's green and low-carbon consumption mainly focuses on eight aspects, including food, clothing, transportation, housing, supplies, and energy. Among them, stopping food waste and establishing a new food culture are the top priorities. The phenomenon of food waste is mainly due to the shared dining method, the profit orientation of catering companies, the influence of traditional food culture, and the source of funding expenditure.

The following discusses how green consumption can promote dual carbon goals from the three levels of country, enterprise, and individual.

2. National Level

The realization of the dual-carbon strategy involves a wide range of fields, which is bound to trigger a series of changes and transformations on the production and consumption sides. On the production side, processing enterprises should implement green concepts, green designs, green raw materials, and green manufacturing. Green manufacturing includes green processes, green equipment, green products, green recycling and recycling, implement green supply chain management, and regulate upstream and downstream enterprises to jointly do a good job in reducing pollution and carbon emissions. On the consumption side, it refers to green concepts, green behavioral habits, and the use of green products to carry out garbage sorting. The United Nations study pointed out that according to the calculation of consumption-side emissions, about two-thirds of global carbon emissions are related to families: one is the behavioral habits of family members. Some families are very low-carbon and environmentally friendly, but some families are very extravagant and wasteful; the second is home appliances, which account for a large proportion of household carbon emissions. He emphasized that energy-saving and environmentally friendly refrigerators and home appliances are very necessary and very important aspects of realizing the dual-carbon strategy. The "dual-carbon" policy advocated by the country will guide the market consumption trend, introduce some preferential tax policies, and reduce the production costs of enterprises producing green products. Welfare economics is the science of economists' social evaluation of economic operations, starting from the principle of optimization and the concept of social security.

Pigou said: "Welfare is a psychological response to happiness or satisfaction." It is mainly divided into two categories: social and economic welfare. Social security is a research object of overall social welfare. It is determined by the level of resource supply and social choice, reflecting the basic state of human life, the sustainable development capacity of society, and the macro-social situation. The embodiment of social welfare lies in the welfare policies provided by the state, and some measures to promote the dual

carbon goals are implemented. Unlike social security, economic prosperity is a small reflection of wealth that focuses on personal well-being. The difference between the two also shows that economic prosperity pays more attention to economic benefits and cannot reflect the economic conditions of society at the macro level, while social welfare pays more attention to social justice and can reflect the vitality of the economy. Economic prosperity is determined by market rules. Social security can be changed through the government's public policies. There is no measurable problem in measuring the value of economic welfare, while social security is just the opposite. Therefore, in promoting green consumption, the government can subsidize clean energy by guiding low-carbon consumption. When levying carbon taxes, the government is more concerned about the implementation of government subsidies. Taxation is not an end, but a method, although the direction of the action of subsidies runs counter to the principle and taxation. One of the goals of these two measures is to change relative commodity prices, such as subsidizing energy-saving cars and gas cars. Promote "green shopping" and "green purchasing". The government must establish a green purchasing database to identify environmental products, and government purchasing must be a priority for obtaining clean products and play a demonstration role in the consumption of low-carbon gas in society. Some of the world's leading food companies have made "carbon footprints" for certain foods, such as PepsiCo. The government must call on or force others to label their products with "carbon footprints" so that consumers can purchase "carbon footprints" and "green purchasing" in accordance with environmental considerations when consuming. It can calculate a family's carbon dioxide emissions for one day and help adjust consumption habits and lifestyles.

3. Enterprise Level

"Low-carbon consumption" is an important part of establishing and improving a green, low-carbon, circular economic development system and promoting the comprehensive green transformation of economic and social development. It requires the joint efforts of every link in the ecological chain. The sustainable product choices provided by enterprises have enriched consumers' shopping carts, and the continuously strengthened public green and low-carbon consumption concept is also forcing the green transformation of the production field. The production and consumption sides promote each other and continue to promote the green transformation process of the value chain.

"All problems in economics are externality problems, some of which have been solved, and some of which are being solved." Externality, or externality, can also be called externality or externality. Pigou pointed out that when "marginal social net product" is not equal to "marginal private net product", externality exists and resources cannot be optimally allocated, so it is impossible to achieve Pareto optimality by relying solely on the market mechanism. Since the market is not omnipotent, it is necessary to rely on the government to implement taxation or subsidies to solve the externality problems that are prevalent in the economic society.

Externalities are common in life, and everyone is affected by them to a greater or lesser extent. From an emotional point of view, it affects mood and sadness; from an economic point of view, it affects the optimal allocation of resources. The

adverse externalities of production may lead to an oversupply of products, and the positive aspects of production may lead to an undersupply of products; the positive aspects of consumption lead to underconsumption of goods, and the negative aspects of consumption lead to overconsumption of goods. Of course, whether it is oversupply, consumption or undersupply or consumption, it means a waste of resources and a loss of social security. Excessive consumption of carbon will have a negative impact on business. Excessive consumption of carbon will increase the marginal cost of production, which is not good for business. If the negative externalities can be compensated by increasing the price of goods, the negative externalities can be turned to consumers.

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The "dual carbon" strategy protects green, environmental and low-carbon lifestyles. Accelerating the reduction of carbon emissions will help guide green technology innovation and improve the competitiveness of global industry and economy. China continues to promote industrial and energy reforms, actively develop renewable energy, accelerate plans to build large wind power bases and photovoltaic facilities in deserts, Gobi and desert areas, and strive to synchronize economic development and green transformation. Enterprises should cater to the introduction of dual carbon policies, develop more green products, green energy, such as new energy vehicles, and relatively reduce products with higher carbon emissions. The greener products the market provides, the more supply, and the more choices consumers have, which is conducive to providing consumers with utility. Carbon labeling was first proposed by the United Kingdom to guide green consumption, that is, by measuring the carbon dioxide emissions generated by products or services during their life cycle and presenting them in the form of labels. Consumers can scan the carbon label to see the carbon emissions generated by the product from production to sales, and can see what means the manufacturer uses to achieve carbon neutrality and zero carbon emissions. Carbon labeling is also a green visual protocol that can be used as a marketing tool to help companies identify stronger carbon dioxide emissions, identify the potential for energy efficiency decline, and guide companies to improve product competitiveness and corporate social responsibility.

4. Personal Level

The weight of people's livelihood consumption in carbon reduction and emission reduction is increasing day by day, and consumption should be encouraged to adhere to conservation first. The consumption of energy and electricity for daily life and consumers is growing rapidly. According to statistics, in 2020, the national household electricity consumption was 1.15 trillion kWh, accounting for 15% of the national electricity consumption. In 2020, there were 244 million private cars, accounting for 86.8% of the national car

ownership. There were also 400 million electric bicycles and 80 million motorcycles. "We consume 320 billion cubic meters of natural gas a year, of which 40% is for civil use, and there is also civil heating. Now many places are burning coal in scattered areas, and they need to switch to electricity and gas. The interests of the people are paramount, and people's livelihood must be protected first, but protecting consumption is not protecting waste. Encouraging consumption still requires advocating green, healthy, simple, low-carbon and civilized consumption, and curbing extravagance. Carbon emissions are associated with life, and food, clothing, housing and transportation all have carbon footprints, so every consumer has the responsibility to reduce emissions and carbon.

As we all know, the consumption of goods can bring satisfaction to those individual economies that benefit from the consumption. Traditional economics usually believes that the only source of economic individual utility is consumption, because the value of all economic variables in the economy can be defined by its functional relationship with consumption. Production and consumption have always been the two pillars of social and economic analysis. Low-carbon economy has become a pressing issue, and more and more attention are currently focused on energy and emission reduction, clean and efficient product production, while along the way looking for ways to transform our thinking to achieve low-carbon life, low-carbon economy and consumption perspectives. Of course, the way to combine production and consumption is to track carbon emissions in final consumer goods or carbon footprints. When it comes to the utility of individual carbon consumption, the impact of consumption on the environment must be taken into account.

Traditional consumption theory holds that the more consumer goods one has in one's property, the greater the benefits of consumption. Under the ecological value system, people will consider the impact of their own behavior on the ecological environment when consuming. If their own consumption behavior causes great damage to the ecological environment, even if they have more consumer goods, they will not have a great sense of happiness. That is to say, the utility of consumption is not only related to the quantity of consumer goods, but also to the impact of consumption behavior on the environment. The production process of most items used by people in daily life will have carbon emissions. Ecological values require people to minimize carbon emissions when consuming. The government can strengthen citizens' environmental values through education and public opinion, create an environment for green consumption and reasonable consumption, and thus satisfy their own low-carbon behavior propaganda, even if people are considering the consumption losses caused by carbon emissions. Low-carbon life under the influence of environmental values requires people to be self-reliant, save resources around them, voluntarily restrict themselves, and change wasteful lifestyles and ideas. Consumers pay attention to the characteristics of products such as labels, brands, reputations, prices, packaging, etc. during consumption, which affects their willingness to buy and pay. Studies have shown that consumers are often curious about new phenomena, which means that carbon label information may affect consumers' purchases. According to UNEP, around two-thirds of global emissions are linked to households, including the transport, housing and food sectors, with each household responsible for around 20% of all emissions.

If environmental values become the dominant ideology of society and everyone participates in it, reducing carbon emissions and protecting the environment will become a reality. Environmental-based consumption requires people to save, reduce energy consumption and reduce carbon emissions. However, they do not require people to reduce the quality of life and live a hard life, but simply give up luxury and extravagance. With the development of social civilization, environmental values are deeply rooted in people's hearts and will inevitably change consumer behavior.

5. Conclusion and Suggestions

The low-carbon consumption model aims to solve the "low-carbon" symbiotic relationship between humans and nature, so that humans and nature can live together harmoniously, realize a fair resource consumption model, and make consumption patterns and human behavior more rational and sustainable. Reducing carbon emissions and achieving a low-carbon life has become a consensus for everyone. The impact of carbon emissions on human life is not only a scientific issue, but also a political, diplomatic and economic issue that concerns everyone's future development. Although the idea of a low-carbon economy is deeply rooted in people's hearts, it is not easy to implement, because reducing carbon emissions means higher production costs, and it is related to the innovation and improvement of emission reduction and energy-saving technologies. It is not easy for the government to promote a more economical and efficient economy. Due to the unequal development of the global economy, the issue of how to reduce energy emissions and clearly define the commitments of all countries on the path of sustainable development for mankind has gradually become a political issue. In the context of increasing shortage of natural resources and environmental deterioration, people have begun to pursue a development model that allows not only the modern generation to survive and develop, but also the next generation to live and develop, and pursue a harmonious symbiotic relationship between humans, nature, and humans and society. "This means that we must cooperate at three levels: at the national, corporate and individual levels to create a new development model for a low-carbon economy and achieve the dual carbon goals as soon as possible to achieve sustainable development.

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