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Research on the Factors and Guidance Paths of Green Consumption among College Students in the Context of the "home-based Economy"

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Abstract: The rapid popularity of the Internet has provided a powerful foundation for the development of "stay-at-home culture" and has given rise to the flourishing " home-based Economy." While enjoying the convenience of network innovation and technological change, the fast and convenient consumption methods of the " home-based Economy" have also brought about problems such as irrational consumption, resource waste, and environmental pollution. At the Fifth Plenary Session of the 18th Central Committee of the Communist Party of China, General Secretary Xi Jinping proposed "Five Development Concepts," in which green development is an important trend and plays an important role in promoting low-carbon economic development and laying a solid foundation for sustainable social development. College students in the "Z era" are not only important participants in the " home-based Economy," but also an important group for cultivating civilized, healthy, and environmentally friendly concepts. This project analyzes the green development path of the " home-based Economy," investigates the consumption concepts and behaviors of contemporary college students, and studies how to guide the construction of college students' green consumption concepts.

Keywords: College students; Home-based Economy; Green consumption; Environmental awareness.

1. Problem statement and related research

1.1. The Concept of " home-based Economy"

The term " home-based Economy" originated in Japan and mainly refers to the online economy represented by online entertainment, gaming, e-commerce, and related industries in the supply chain. In fact, in China, the " home-based Economy" used to belong to the subculture circle and was a very niche term. The reason it has entered the mainstream vision is due to the COVID-19 pandemic. A large number of people staying at home have chosen online entertainment for recreation, food delivery and express delivery to meet their daily needs, and online education in response to the call for "suspension of classes without stopping learning." In this trend, the " home-based Economy" has moved from behind the scenes to the forefront and played an important role in the economy.

1.2. Issues Arising from the Emergence of the "home-based Economy"

1.2.1. The consumption caused by the home-based Economy results in serious resource waste.

The rapid popularity of the stay-at-home culture has far exceeded the formation of green consumption awareness, seriously affecting the consumption concepts and behaviors of college students on campus. The convenience of the home-based Economy has reduced the temporal and spatial barriers to college students' consumption, leading to erroneous consumption concepts such as overconsumption on campus.

The rapid spread of mass media under the home-based Economy has catalyzed this phenomenon, with live-streaming sales and short video promotions unconsciously stimulating the consumption desires of stay-at-home individuals. Even if they didn't originally lack anything, seeing the sharing of good products on short videos, they may want to buy and try them out, creating an "artificial demand." The problem is that if there was no clothing recycling bin or express delivery box recycling station on campus, this kind of consumption without actual demand would result in resource waste and soon lead to the items being unused.

1.2.2. The consumption of the home-based Economy may lead to accompanying pollution and difficulties in waste disposal.

The consumption process of the home-based Economy may cause pollution and other problems. During this epidemic prevention and control period, there have been many lessons on virus transmission caused by the delivery process of express delivery. Compared with traditional consumption methods, online consumption has a wide range of goods circulation and fast delivery. Packages are touched by different personnel in the sorting and delivery process, making it extremely easy to cause virus and bacteria transmission.

At the same time, the problem of a large amount of online shopping package waste and takeaway packaging waste under the home-based Economy cannot be ignored. Disposable tableware, express boxes, and fresh packaging are rampant. Especially in the current takeaway industry, "over-packaging" is prevalent, with sauces, side dishes, and seasonings all having separate packaging. Home-based Economy consumers in university campuses relatively gather, and the express delivery boxes, takeaway packaging boxes, and bags can be said to be "piled up like mountains", undoubtedly causing difficulties in campus waste clearance and disposal.

1.2.3. Impulse and addictive consumption brought by the home-based Economy

Due to the convenience and diversity of information reception in online shopping, the motivation of young people in contemporary society towards online shopping is fervent. Without the feeling of losing banknotes one by one, a

payment can be completed with a light tap of the fingers, and the consumption mode of the home-based Economy has rid itself of the guilt and reluctance of paying with paper money. On the surface, it seems to make contemporary people more confident in shopping, but in reality, it has led to impulsive consumption and addictive consumption. Perhaps one does not even need a certain item, but after seeing the constantly recommended videos and price reduction notifications, one impulsively buys it, losing money while also disappointing oneself emotionally.

1.2.4. The prevalence of the home-based Economy to some extent has impacted the physical economy and may form an economic bubble.

The essence of the " home-based Economy" belongs to the virtual economy. Due to the lack of additional expenses such as rent and decoration, online stores offer some products at lower prices than physical stores. Moreover, online shopping offers unparalleled convenience compared to offline shopping. As a result, many consumers prefer to choose products without leaving their homes, which has led to many shopping malls being deserted. In 2021, Suning closed many offline stores, showing the decline of the physical retail industry. Even large enterprises have been impacted, not to mention small and individual businesses. Due to the influence of the virtual economy, these enterprises are unable to lead market trends or engage in technological innovation, and can only rely on the most primitive promotion methods to compress profit margins and maintain their operations.

1.3. Reasons for the birth of green consumption under the home-based Economy

1.3.1. The deterioration of the ecological environment has stimulated green consumption under the context of the home-based Economy.

In the process of satisfying their own needs and desires, humans constantly extract material resources from nature and transform them into social wealth through social production. However, the waste produced in production is continuously discharged into the natural environment, hoping that the self-purification function of the ecosystem can transform these wastes back into useful natural substances. But not only are natural resources limited, the purification function of the natural environment is also limited, leading to a contradiction between humans and the natural environment, and causing serious environmental problems.

As one of the economic entities in the information age, combining the " home-based Economy" with green consumption is undoubtedly the inevitable result under the continuous deterioration of the environment.

1.3.2. Scientific and technological progress under the context of the home-based Economy promotes green consumption.

The home-based Economy is necessarily intertwined with technology. The economic foundation determines the superstructure, and without a certain level of technological advancement, the home-based Economy would not exist.

On the one hand, there is the development of information technology. The home-based Economy is primarily dependent on the information network, which connects people and things from all over the world. From the early days of the World Wide Web to today's mobile internet era, the internet supports the most basic architecture of the information age and is also the core component of the home-based Economy. On the other hand, there is the progress of logistics technology. The home-based Economy cannot exist without a massive logistics and transportation operation. Online shopping relies on the support of the physical economy, and fast and efficient logistics can provide a direct material basis for online shopping.

1.3.3. Product of human understanding of natural laws

The formation of green consumption in the context of the " home-based Economy" is not only a product of objective material environmental conditions but also a product of subjective human agency. According to Marx's dialectical materialism, "the essence of knowledge is the active response of human beings to the object on the basis of practice." Therefore, it is precisely because of the full recognition of ecological degradation and the formation of ecological conservation concepts by humans that the formation of green consumption in the " home-based Economy" has an important role to play.

In the past, a high-production, high-consumption, and high-consumption model of unsustainable consumption dominated human production and development. Humans have over-exploited natural resources, ignoring ecological balance and sacrificing the future survival environment of humanity through extensive production. However, as humans gradually realize the importance of the ecological environment for human survival and development, the concept of green consumption is gradually reflected in people's consciousness.

2. Sample Analysis

2.1. Basic information

The survey was conducted on March 5th using both online and offline methods. The online survey was distributed through the QuestionStar platform, while the paper survey was distributed offline. The survey was targeted towards college students in Nanjing Jiangning University City. A total of 361 surveys were distributed, with 286 surveys being returned. Of those, 255 surveys were deemed valid.

2.2. Reliability and validity analysis

Based on the above reliability analysis results, it can be seen that the standardized reliability coefficient for overall satisfaction with the system content is 0.89, and the coefficient after item deletion is less than the overall 0.89. Therefore, there is no need to adjust the questions regarding university students' opinions on the home-based Economy.

The value of the reliability coefficient ranges from 0 to 1, with higher values indicating greater reliability. The result of this analysis is 0.89, which is relatively good in terms of reliability.

According to the reliability analysis results above, the standardized Cronbach's alpha coefficient for overall satisfaction with institutional content is 0.904. The coefficients after item deletion are all lower than the overall coefficient of 0.904, indicating that no adjustment is needed for the questions related to college students' views on the home-based Economy. The reliability coefficient ranges from 0 to 1, with higher values indicating greater reliability. In this analysis, the coefficient of 0.904 is relatively good.

According to the above reliability analysis results, the standardized reliability coefficient of the overall institutional satisfaction is 0.861, and the reliability coefficients after item

deletion are all smaller than the overall coefficient of 0.861. Therefore, there is no need to adjust the items related to college students' views on the home-based Economy.

Table 1. Reliability Analysis of Satisfaction with University Students' Homestay Economy

Option	Scale average after deleting items	Scale variance after deleting items	Corrected item and total correlation	Square multiple correlation	Alpha after deleting item	Standardized Alpha
Satisfaction with current logistics system	16.13	19.077	0.741	0.583	0.859	0.89
Satisfaction with online courses under the pandemic situation	16.6	20.776	0.664	0.442	0.872	
Satisfaction with China's current network infrastructure	16.55	18.083	0.748	0.576	0.858	
Satisfaction with current films and games	16.47	18.833	0.773	0.622	0.853	
Satisfaction with new things such as cloud tourism	16.04	19.388	0.62	0.395	0.881	
Satisfaction with the proportion of homestay economy in the current economic structure	15.83	21.529	0.698	0.497	0.87	

Table 2. Reliability Analysis of Satisfaction with Green Consumption among College Students

Option	Scale average after deleting items	Scale variance after deleting items	Corrected item and total correlation	Square multiple correlation	Alpha after deleting item	Standardized Alpha
Satisfaction with mandatory waste classification	13.81	13.216	0.775	0.603	0.873	0.904
Satisfaction with current green publicity	13.36	13.317	0.765	0.589	0.875	
Satisfaction with high-priced green products	13.44	13.555	0.792	0.641	0.871	
Satisfaction with current environmental policies	14.1	13.955	0.763	0.609	0.877	
Satisfaction with the statement "advocating green consumption is related to environmental protection	13.68	12.698	0.695	0.489	0.896	

Table 3. Reliability Analysis of College Students' Satisfaction with the Pathways for Promoting Green Consumption under the " home-based Economy"

Option	Scale average after deleting items	Scale variance after deleting items	Corrected item and total correlation	Square multiple correlation	Alpha after deleting item	Standardized Alpha
Strengthen media publicity	13.98	11.07	0.627	0.397	0.845	0.861
Strengthen the education of green consumption knowledge	14.5	10.219	0.693	0.493	0.828	
Establish and improve relevant policies and regulations	14.36	10.066	0.691	0.497	0.828	
Improve enterprises' awareness of green production	13.57	10.663	0.658	0.449	0.837	
Improve college students' own values	14.11	9.495	0.729	0.538	0.819	

The reliability coefficient ranges from 0 to 1, and the closer it is to 1, the higher the reliability. The result of this analysis is 0.861, which is relatively good in terms of reliability.

Based on the overall reliability coefficient, it can be seen that the standardized Cronbach's alpha coefficient is 0.891, indicating that the questionnaire has very high reliability.

Table 4. Overall reliability analysis

Clone the number of Alpha	terms after Bach Alpha	standardization
0.889	0.891	16

Table 5. Validity Analysis, KMO and Bartlett's Test

KMO sampling suitability quantity		0.904
Bartlett sphericity test	Approximate chi-square	2234.574
	freedom	120
	Significance	0

Based on the results of the exploratory factor analysis, the KMO test coefficient is 0.904, which indicates that the questionnaire has good validity. The KMO test coefficient ranges from 0 to 1, and the closer it is to 1, the better the validity of the questionnaire.

Moreover, the significance of the sphericity test is also very close to 0, rejecting the null hypothesis. Therefore, the questionnaire has good validity.

2.3. Single factor analysis of variance

Table 6. Differences of college students with different living expenses on online shopping and green consumption

variable	option	Number of cases	average value	standard deviation	F	slg
How often do you buy online	Less than 1000 yuan	17	4	1.173	0.901	0.441
	1000-2000yuan	88	4.13	0.882		
	2000-3000yuan	124	4.25	0.852		
	more than 3000 yuan	26	4	1.02		
The total amount of your network expenses is	Less than 1000 yuan	17	2.59	1.004	1.68	0.172
	1000-2000yuan	88	2.58	1.181		
	2000-3000yuan	124	2.92	1.166		
	more than 3000 yuan	26	2.85	1.047		
How will you handle the product packaging after purchase	Less than 1000 yuan	17	2.41	0.618	0.609	0.61
	1000-2000yuan	88	2.55	0.787		
	2000-3000yuan	124	2.56	0.819		
	more than 3000 yuan	26	2.73	0.778		
Would you choose green products	Less than 1000 yuan	17	2.47	1.068	2.329	0.075
	1000-2000yuan	88	2.85	1		
	2000-3000yuan	124	3.05	1.003		
	more than 3000 yuan	26	3.15	0.967		
Do you care about the impact of your consumption behavior on the environment	Less than 1000 yuan	17	2.47	1.125	0.955	0.023
	1000-2000yuan	88	2.64	0.985		
	2000-3000yuan	124	2.68	1.04		
	more than 3000 yuan	26	2.96	0.958		
What do you think is the promotion of green consumption	Less than 1000 yuan	17	2.65	0.996	3.241	0.415
	1000-2000yuan	88	2.52	1.005		
	2000-3000yuan	124	2.89	0.973		
	more than 3000 yuan	26	3.04	0.824		

According to the results of the one-way ANOVA above, it can be seen that there is no significant difference among the six dimensions related to green consumption, including how often to shop online, the total amount spent on online shopping, how to handle packaging after purchase, whether to intentionally choose green products, and the perceived level of promotion for green consumption.

However, the significance test for the factor of whether paying attention to one's own consumption behavior will have an impact on the environment is 0.023, which is less than the standard value of 0.05, indicating that there is a significant difference in opinions among college students with different living expenses. According to the average value, it can be seen that the higher the living expenses, the more concerned people are about environmental issues. The reason for this may be due to differences in living standards. Students with higher living expenses often have better family conditions and receive better education from an early age, which may include the concept of green consumption. On the other hand, students with lower living expenses may come from remote areas where basic necessities of life are problematic, and may not choose expensive green products. Also, their education level in environmental protection may not be as solid as those from developed areas.

2.4. Independent sample T test

Table 7. Analysis of the differences between different gender college students in various dimensions

variable	sexual distinction	Number of cases	average value	standard deviation	t	Sig
Satisfaction with home-based Economy	male	127	18.95	5.376	-1.741	0.083
	female	128	20.09	5.089		
Satisfaction with green consumption	male	127	16.39	4.624	-2.538	0.012
	female	128	17.8	4.298		
Satisfaction with green consumption measures	male	127	17.16	4.072	-1.921	0.056
	female	128	18.1	3.771		

According to the results of the independent samples t-test above, it can be seen that there is little difference between male and female college students in their satisfaction with the home-based Economy and their satisfaction with the measures to promote green consumption under the home-based Economy, with significance tests of 0.083 and 0.056 respectively, both larger than the standard value of 0.05. Therefore, there is not much difference between male and female college students in these two dimensions. At the same time, it can be inferred that contemporary college students are almost all participants in the home-based Economy.

However, the significance test for the satisfaction with

green consumption is 0.012, which is less than 0.05, indicating that male and female students have different opinions on green consumption. From the average values, it can be seen that female students are more likely to endorse the concept of green consumption, possibly due to traditional gender roles and different ways of educating boys and girls in their families. For boys, parents usually want them to be strong, aggressive, and energetic, focusing more on physical training while neglecting their mental development. Over time, many boys may pay less attention to the environment and the feelings of others around them. On the contrary, girls are often taught to be refined, gentle, and to pay attention to details, hygiene, and the surrounding environment. Girls also tend to pay more attention to their health and figure management and are more willing to buy green products. In addition, the traditional bias towards males over females still exists in some backward areas, where girls tend to be more frugal, reuse items, and are reluctant to discard them, leading to the emergence of the concept of green consumption in a subtle and gradual way.

Table 8. Analysis of differences in various dimensions of college students of different origins

variable	option	Number of cases	average value	standard deviation	t	Sig
Satisfaction with home-based Economy	rural area	91	18.36	5.184	-2.664	0.008
	city	164	20.17	5.197		
Satisfaction with green consumption	rural area	91	15.89	4.537	-3.244	0.001
	city	164	17.77	4.367		
Satisfaction with green consumption measures	rural area	91	17.08	3.698	-1.678	0.095
	city	164	17.94	4.053		

According to the results of the independent samples t-test above, it can be seen that there are significant differences in the views on the home-based Economy and green consumption between urban and rural college students, as the respective significance levels are 0.008 and 0.001, which are much smaller than the standard 0.05. Based on the means, students from urban areas are more supportive of the development of the home-based Economy and green consumption.

The main reason for this result may be that urban infrastructure is more complete, and the millennial generation living in cities have earlier access to the internet and grew up with it. They were almost the first to be exposed to a series of new things such as online shopping, live streaming, and online education, and entered the field of the home-based Economy earlier, which led to their greater recognition and acceptance of the home-based Economy compared to their rural counterparts. In terms of green consumption, urban students are faced with high-rise buildings and busy streets every day, being far away from nature for a long time, which naturally generates the idea of protecting the environment. Moreover, the promotion of green consumption is mainly concentrated in relatively easy-to-manage urban areas. Therefore, students from urban areas have a higher degree of recognition of green consumption than those from rural areas.

In addition, the significance level of the difference in the degree of recognition of measures to improve green consumption is greater than 0.05, and there is no significant difference between urban and rural students.

In summary, contemporary college students still have not established a clear understanding of green consumption, and the concept of green consumption often only stays on paper. Only a few students actually take action. While everyone is crazy about online shopping, they have not established environmental protection concepts and moderate consumption ideas, only focusing on enjoying the dividends of the times without considering the future. This situation is particularly evident in remote areas and urban areas.

3. Green consumption promotion path of college students under the housing economy

3.1. The correct expression of green consumption mode of housing economy

3.1.1. Environmental consumption

For online consumers, since they enjoy goods and services without leaving their homes, there will inevitably be many derivatives generated from consumption. On this basis, the environmentally-friendly consumption method of the " home-based Economy" requires the realization of secondary or even multiple use of accompanying resources, which not only reduces the large amount of pollutants generated in production and living in the " home-based Economy", but also helps to achieve the cycle utilization of energy in society and realize the sustainable development of the human economy and society.

On the other hand, for producers, the environmentally-friendly consumption of the " home-based Economy" requires producers to pay attention to the maximum utilization rate of natural resources in the production process. As mentioned earlier, the market of the " home-based Economy" is almost a completely competitive market. Therefore, it is necessary for producers to improve their productivity and production technology to better adapt to the supervision and rapid development of the online market, and to obtain better profits.

3.1.2. Moderate consumption

As a part of the modern online economic system, the " home-based Economy" requires consumers to obtain daily necessities such as clothing, food, housing, and transportation through consumption. The green consumption model of the " home-based Economy" proposes a rule of online moderate consumption, which abandons the traditional consumption model. Online moderate consumption refers to a consumption method that adapts to environmental protection based on one's own actual situation.

3.1.3. Rational consumption

The rational consumption in the context of the " home-based Economy" shares similarities with the moderate consumption approach, as both aim to satisfy the economic needs of consumers within the limits of their financial

capacity. However, the difference lies in the fact that rational consumption requires individuals to reduce irrational consumption factors and attitudes, such as the desire to keep up with others or follow the crowd.

3.2. How to guide green consumption

3.2.1. Government and society

3.2.1.1 Strengthen relevant laws and regulations

Currently, China has not yet enacted specific laws that emphasize green consumption, only general regulations such as the "Environmental Protection Law" and "Consumer Rights Protection Law," which lack specific classification to guide green consumption. In contrast, our neighbors, Japan, have enacted a series of laws such as the "Green Consumption Law," "Low Carbon Investment Promotion Law," "Urban Low Carbon Promotion Law," and "Green Procurement Law." South Korea has also enacted the "South Korean Green Low Carbon Growth Basic Law," which regulates the content of green and low-carbon consumption. Therefore, in terms of green consumption, the country can enact relevant specific laws to create a culture of green consumption.

3.2.1.2 Put forward corresponding policy measures

Chinese policies related to green consumption are not yet complete. The standards for green consumption are somewhat lagging behind, and policies to promote green awareness among businesses and residents have not yet been fully implemented. The bidding mechanism needs to be improved, and promotion and publicity efforts are not strong enough. Intellectual property protection is not sufficient, and market supervision is not in place, which has failed to effectively stimulate and guide market entities and consumers. Therefore, it is necessary to improve industrial policies, implement tax incentives, encourage consumers to use energy-saving and environmentally friendly products, energy-saving and environmentally friendly cars, and energy-saving and land-saving housing, reduce the use of disposable products, limit excessive packaging, restrain unreasonable consumption, improve the extended producer responsibility system, improve the government's green procurement policy, increase the government's purchase of green low-carbon products, and gradually increase the proportion of energy-saving, water-saving, and recycled products.

3.2.1.3 The society should increase the publicity of green consumption and encourage the society to form green consumption

Since the 18th National Congress of the Communist Party of China, China has been continuously exploring the relationship between coordinating economic development and environmental protection in the process of promoting ecological civilization construction, and has proposed that green development is the fundamental path to promoting ecological civilization construction through practical verification. The social atmosphere can no longer be irrelevant as before. Environmental protection departments and related organizations and institutions can organize various knowledge lectures and quizzes, distribute promotional brochures and other methods to strengthen college students' awareness of low-carbon and environmental-friendly consumption, so that low-carbon and environmental-friendly awareness can be deeply rooted in people's hearts. During specific environmental protection festivals, relevant environmental protection policies can be explained through online interaction and lectures, enabling college students to understand environmental protection policies and better support environmental protection work.

3.2.2. School education level

3.2.2.1 Give full play to the educational role of classroom education

Schools are important sites for the dissemination of new knowledge and ideas, and are also more receptive to the concept of a green economy compared to the broader societal environment. By positively guiding students and instilling correct life views, worldviews, and values, schools can have an extremely important impact on a person's behavior throughout their life. Marxism teaches that humans and nature should live in harmony, and since the founding of the People's Republic of China, the country has pursued rapid economic development, resulting in the excessive consumption of resources and imminent environmental pollution. At this point, we need to use the role of schools to educate students to learn to take responsibility and stimulate their sense of concern. However, the first prerequisite is that students must understand the necessity of green industries.

By deepening their understanding of Marxism, students can recognize the position of a green economy in sustainable development and environmental protection, rather than letting the idea float on the surface. In certain situations, a system of rewards and punishments can be used to strengthen education. Everyone is self-interested, and in the process of education, we can talk about self-interest. The environment is not just one person's environment, and we cannot deprive future generations of their rights for the sake of immediate benefits. We are also beneficiaries of interests, so when our rights and interests are infringed upon, we should pick up legal weapons to defend them and not contribute to negative trends.

3.2.2.2 Strengthen the construction of green campus culture

In recent years, campus culture has become a cultural hotspot and an important way to showcase the beauty of campuses. The protagonists have changed to students who put the idea of green campus into practice in campus construction, enabling the majority of students to establish environmental protection and low-carbon awareness. Since schools are a relatively special place, the implementation plan will have some differences.

On the one hand, students can be encouraged to actively organize lectures and promote them through public accounts. Using distinctive style lectures can help students better understand the benefits of green consumption in life. Like in society, since the home-based Economy relies heavily on the Internet, it is far from enough to promote university students offline. Instead, we should take the initiative and use new media to regularly publish some articles and short videos related to environmental protection on relevant public accounts and video platforms of the school, and invite some student representatives or professional teachers to live broadcast environmental protection knowledge on some related environmental protection festivals. During the live broadcast, small quizzes and reward measures can be added, and rewards can be given to students who answer correctly.

On the other hand, students can be encouraged to actively carry out green consumption associations to promote the concept of green consumption. In Nanjing, the field of environmental protection has already launched garbage classification. In the initial stage, many students were unable to classify correctly. At this time, relevant associations can organize classification competitions to teach the correct methods and contribute to environmental protection on campus.

3.2.3. Individual level

3.2.3.1 Make a reasonable consumption plan

Currently, college students are in a stage where their "three views" are constantly forming, so there needs to be a correct method of guidance for their consumer attitudes. Therefore, in daily life, first of all, it is necessary to clarify one's own fixed expenses for the month, and then, according to actual needs, allocate a portion of the money for related purchases, avoiding blind consumption and impulsive consumption. After developing a reasonable consumption plan, follow it step by step in terms of expenses. This not only promotes the formation of green consumer attitudes and reduces waste but also forms good habits of saving and investment.

3.2.3.2 Change their consumption structure

Currently, the main source of income for college students is the living expenses provided by their parents, which is relatively limited. Therefore, college students have a higher Engel coefficient, with most of their monthly expenses being used to maintain their basic living needs. The rationality of their consumption structure has become an important factor in the formation of green consumption concepts.

Firstly, after meeting their daily needs, college students should reduce unnecessary resource wastage and expenses, such as saving food in catering and participating in the Clean Plate Campaign. Secondly, when shopping online, they should be cautious of the "discount trap" set by businesses and choose products that have high cost-effectiveness, resource conservation, and environmental friendliness, avoiding "hollow products" that are flashy but useless. Thirdly, they should reduce the frequency of taking taxis and private cars for daily transportation, and instead opt for environmentally friendly and energy-saving means of transportation, such as buses and bicycles, to reduce carbon emissions and plan their travel reasonably.

3.2.3.3 Actively respond to the call for environmental protection and strengthen theoretical construction

As contemporary young people, we must actively respond to the national call and actively participate in environmental protection actions. When fulfilling environmental requirements, we continuously strengthen our own environmental theory construction through various channels such as the Internet, multimedia, books, and newspapers. We constantly improve our green consumption concept structure, put theory into practice, actively use it in our daily life, and continuously improve ourselves. At the same time, we take our own dormitories, classes, and schools as the main battlefield, actively promote environmental protection concepts to the surrounding areas, radiate outwards, call on more people to join the environmental protection team, help more college students form green consumption concepts, truly respond to the national call, and form a good trend.

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