

Study on the Influence of Green Certification of Decoration Building Materials on Consumers' Purchase Intention

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Abstract

Based on the "carbon neutral, carbon peak" national strategic background, this article constructs a theoretical model on "green certification of decoration materials, consumers' perceived value and consumers' willingness to purchase", and studies consumer knowledge, price tolerance and certification authority, combined with online questionnaire and offline field research to obtain data, uses a combination of qualitative and quantitative research methods to analyze the mechanism of green certification of decoration materials on consumers' purchase intention, to provide theoretical ideas for green marketing and development of the decoration materials industry in the context of "double carbon", and to provide feasible suggestions for the management practice of green certification.

Keywords

Green Certification; Consumer Perceived Value; Decoration and Building Materials Enterprises; Purchase Intention.

1. Introduction

In recent years, in order to solve the problem of global warming, various countries have advocated a low-carbon green development path. Since September 2020, China has repeatedly issued solemn declarations to the world: it has achieved a carbon peak by 2030, achieved carbon neutrality by 2060, and made strategic arrangements for China. Experts and scholars in the field of marketing also began to pay attention to the connection between ecology and marketing to promote the sustainable development of green marketing, committed to the realization of economic benefits, consumer needs to meet and the improvement of environmental benefits. However, some Chinese enterprises and consumers still lack of awareness of the status quo of green certification, lack of a comprehensive understanding of green certification. Therefore, exploring the importance of green certification, and combined with different angles to analyze the impact of consumer perception value on decoration building materials green certification has a certain research value, so as to provide theoretical ideas for the marketing and development of decoration building materials industry, to provide feasible suggestions for green certification management practice to provide. With the help of policy advantages, accelerate the launch of green certification products, the implementation of green product strategy, go that is conducive to economic cycle development, and more in line with the market requirements of consumer demand of the sustainable development road.

2. Impact Dimension of Green Certification of Decoration Building Materials on Consumers' Perceived Value

2.1. Social Value

Social value refers to the satisfaction of social needs when consumers buy products, such as social recognition and good personal image. Sheth et al. (1991) clarified that social value, as an

important dimension of consumers' perceived value, will greatly affect consumers' purchasing behavior to a large extent [1]. Under normal circumstances, the consumer hopes to build his positive image through buying the building materials of the decoration that passes green certification, therefore, the higher the social value level that the consumer feels is more likely to engage in some kind of consumption behavior.

2.2. Green Value

Green value refers to consumers' view of products, which is the energy saving value, emission reduction value and ecological value that consumers feel from the purchase of green products. The enhanced consumer awareness of environmental responsibility affects consumers' purchasing behavior to a greater extent. The dual comprehensive effect of consumer rationality and sensibility leads to the formation of green value. A limited and rational consumer will be willing to put their own preferences into the purchase process. At the same time, consumers' environmental awareness makes them more willing to change the traditional consumption mode and choose to buy green goods to reduce the negative impact of consumption on the environment [2].

2.3. Emotional Value

Emotional value refers to a series of positive or negative emotions generated when consumers buy goods or obtain services. Emotional value is one of the important factors that make consumers decide whether to buy a certain product. When a commodity brings happiness to consumers, it will make consumers have a sense of pleasure, so that it will have an emotional preference. From the level of emotional value analysis, consumers choose to buy decoration building materials through the green certification, because they pay attention to environmental protection, to meet the strategic needs of "double carbon" development, is conducive to protecting the physical and mental health of consumers, so that they are happy in the purchase process. Accordingly, consumers will be more willing to buy the decoration building materials that passes green certification.

2.4. Health and Function Value

Consumer health value is reflected in all aspects of life. In terms of food, food health issues are much attention by consumers. Food and health are closely intertwined, people's nutritional status, body composition, mental health are closely related to food. Functional value is "the perceived utility obtained from the utility, utility or physical ability of a product", and consumers' cognition of product performance is exactly the measure of it. Studies have shown that functional value is a key factor for consumers to buy green products. It is worth noting that, when the consumer chooses green certification to decorate building materials, pay more attention to the functional value of its health respect. Outside the price and quality two dimensions, the consumer is more concerned about the decoration building materials that oneself buy whether can guarantee the physical health of oneself and family, whether can cause certain impact to the user health.

3. Decoration Building Materials Green Certification on Consumers to Buy the Will of the Influence of Research

3.1. Decoration Building Materials Green Certification has a Positive Impact on Consumers' Purchase Intention

In the era of "carbon peak" and "carbon neutrality", the concept of green consumption is deeply rooted in people's hearts, and consumers' awareness of green consumption is gradually enhanced. Cultural values, attitudes, and ecological certification labels are important motives for consumers to buy green products. The green certification of decoration building materials

will have an impact on consumer environmental awareness. At the same time, when consumers notice the green certification labels, they will pay more attention to and tend to choose environmentally friendly products. Yang Xiaoyan et al. (2006) believe that green brand certification can enhance the awareness of green brands, and establish a positive connection between green brands and consumers. The decoration building materials that pass the green certification are more attractive to consumers [3]. Baltzer (2012) proposes that the Government and relevant agencies should provide testing facilities and label qualified products to demonstrate the effectiveness of the Company's quality statement. Accordingly decorate the green certification of building materials product can provide the most effective judgment basis for consumer [4].

3.2. Green Certification of Decoration and Building Materials has a Positive Impact on Consumers' Perceived Value

Under the condition of traditional green products, experts and scholars have concluded that "the green certification label of products will have a positive impact on consumers' perceived value". Marketing professionals need to connect green products to their functions, emotions and experiential needs to encourage consumers to make choices. In the study of green energy, green energy can increase the value perceived by consumers more than traditional energy. In terms of new energy and environmental protection vehicles, the ecological value of green cars has a positive impact on consumer perceived value and then affects consumer loyalty. Meanwhile, in terms of health value, a series of requirements such as formaldehyde release in green certification make decoration building materials products more trusted by consumers in health.

3.2.1. Decoration Building Materials Green Certification has a Positive Impact on the Psychological Value of Consumers

When green consumers make purchase decisions, they will pay attention to the impact of their products on the ecological environment, not only because they want to get praise and recognition from others, but also because they actively seek the public interest of the ecological environment. Both social value and green value are generated on the basis of meeting the psychological needs of consumers. Social value emphasizes that consumers get the psychological satisfaction of the social level, thus producing the consumer-perceived value; Green value emphasizes the consumers' pursuit of environmental protection, which is an intangible value in the spiritual level.

3.2.2. Green Certification of Decoration Building Materials has a Positive Impact on the Value of Consumer Health Function

Both functional and health values are based on the value that the product itself can bring to consumers in actual use. Functional value emphasizes the value brought by the function and utility of the product, while the health value emphasizes the health function of the product itself for consumers. For decoration building materials, health value and functional value are shown in each other, through the green certification of decoration building materials enterprises also will be health function as the main selling point of the product.

3.3. The Regulation Effect of Consumer Knowledge, Certification Authority and Price Tolerance

In the sale of green certification decoration building materials, the information asymmetry between the buyer and the seller makes the consumer at a disadvantage, but the level of consumer related knowledge level can adjust its cognition of the green certification of decoration building materials. Knowledge level is higher, with the information asymmetry gap between the seller with the seller is smaller, consumer understands to decorate building materials more, can grasp the initiative that buys more.

A large number of studies have shown that the adoption of international demands can cause a more positive and influential brand attitude. Compared with international standards, although China's local green certification requirements are not low, and even more stringent in the testing requirements, but domestic consumers still think that foreign standards are better. ISO14001, FSC forest certification and other foreign "authoritative" consumers have a higher psychological value.

Consumer value is closely related to satisfaction. Green brand satisfaction is one of the determinants of the green brand asset, which will affect the brand's performance tolerance, price tolerance and communication tolerance level. Price tolerance is the price premium for a satisfied customer, and the degree varies with satisfaction. In the green certification of decoration building materials purchase, the consumer's price tolerance will affect its perceived value and purchase intention.

4. Suggestions

4.1. Decoration Building Materials Enterprises Should Actively Carry out Product Green Certification

Decoration building materials green certification has a positive impact to consumer purchase intention. For decoration building materials enterprises, first of all, we should improve their own products and production and marketing supervision chain of green certification, to ensure that their own products in the wave of sustainable development of the development and growth. Second, enterprises need to strictly control the quality of raw materials. When selecting suppliers, select the qualified enterprises that have passed the green certification. At the same time, enterprises need to strengthen the training of procurement personnel, understand the green certification in relevant regions, grasp the trend of green certification.

4.2. The Government Should Strengthen the Supervision and Publicity of Green Certification

China's green certification started late, the certification system is relatively lacking, especially in the lack of supervision. Therefore, at the government level, we should improve the green certification system through entrepreneur seminars and professional forums; on the other hand, strengthen the certification supervision and conduct regular inspection of certification enterprises; the relevant government departments will make timely improvements to the system's shortcomings fed back by all parties to form a virtuous cycle of green development. At the same time, some enterprises and consumers have insufficient awareness of the status quo of green certification in China, so the government should strengthen publicity, including the use of information meetings, training and printing of brochures, so that enterprises and consumers can understand the level of green certification in China.

4.3. Decoration and Building Materials Enterprises Need to Highlight the Green Certification in the Whole Process

The emotional value of consumer will have an intermediary role in the decoration building materials that has green certification to consumer purchase intention. Enterprises need to grasp and meet the psychological needs of consumers. Before and during the development of the new product, the market research, the concept product display and other activities are held to collect consumer suggestions and meet consumer needs. When the product is on the market, targeted publicity. For environmental activists, grasp the key factors of emotional value; for ordinary consumers, psychological implication in their purchase process. Enterprises need to pay attention to green publicity and actively participate in public welfare activities in their daily operation. In the production process, enterprises also need to strictly control the discharge of

waste gas, waste water and other pollutants, to achieve the whole process of green environmental protection.

4.4. Further Enhance the Health Value of Decoration Building Materials Products

The health and function value of consumer will have an intermediary role in the decoration building materials that has green certification to consumer purchase intention. Therefore, enterprises should be reasonable in the product design. Fit ergonomics, such as wooden tables and chairs to make consumers keep healthy when using, to avoid the occurrence of cervical spondylosis and other diseases. Second, we should pay attention to the selection of raw materials. Choose businesses with a green certification. Third, we should pay attention to the processing and sales process. Follow the green certification standards for production, do a good job of decoration material protection, to prevent its damage caused harm to consumers.

4.5. Develop a Reasonable Price Strategy for Green Certification

Price tolerance positively regulates the impact of consumers 'perceived value on consumers' purchase intention. Enterprises need a lot of costs to improve green certification, which will eventually be passed on to consumers. Therefore, enterprises need to set a reasonable price for their products after completing the green certification, which can also make consumers feel reasonable pricing while making profits. At the same time, due to the implementation of environmental protection projects and the globalization of COVID-19, the supply of decoration and building materials will be affected, and the production costs for enterprises will also be rising. Therefore, the enterprise can make a comprehensive evaluation of the existing decoration building materials product cost, quality, sales volume, there are still part of the green certification decoration building materials through the price increase of profits for appropriate price adjustment, in order to obtain more profits.

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