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Research on the Influence of Green Consumption Point System on Green Consumption Intention

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Abstract

Research purpose: As the country has mentioned the green consumption points system for many times, consumers' attention to green consumption has gradually increased. This paper studies the influence of the green consumption points system on consumers' green consumption intention from the perspective of consumers. Research methods: This paper uses literature research, questionnaire survey and empirical analysis to collect a total of 213 valid questionnaires, and carries out descriptive statistics, reliability and validity test, correlation analysis, regression analysis and mediating effect test. Conclusions: Firstly, the green consumption points system has a significant positive impact on green consumption intention; Secondly, consumer attitude, subjective behavioral norms, perceived behavioral control and goal intention play an intermediary role in the process of green consumption point system's influence on green consumption intention; Third, there may be differences in consumers with different characteristics, so we can introduce regulatory variables in the follow-up research. Finally, the paper puts forward some suggestions for the government, society and consumers.

Keywords

Green Consumption Points System; Green Consumption Intention; Attitude of Consumers.

1. Introduction

With the increasingly severe global climate change and ecological environment problems, green and low-carbon lifestyle and production mode continue to promote[1]. Consumption, as the final link of social reproduction, is an important force driving economic growth, and the emerging consumption model green consumption has become particularly important. Green consumption is a consumption behavior that protects the environment and sustainable development[2]. At present, green and low-carbon related points include ecological points, carbon points and green consumption points, respectively aiming at environmental protection, carbon emission management and consumption behavior incentive. In terms of policy, the green consumption point system was first proposed in 2016, and the green consumption point system was clearly proposed again in the *Implementation Plan for Promoting Green Consumption (2022)*. *The Technical Specification for Green Consumption Points (2023)* improves the credibility and fairness of green consumption points[1]. *The Central Economic Work Conference (2025)* pointed out that the economy should be stimulated to expand domestic demand. As the leveraging effect of policies gradually emerges, new types of consumption are becoming a strong new engine to expand domestic demand. Based on this, this paper studies the effect of green consumption points system on green consumption intention from the perspective of consumers. By encouraging consumers to choose green products, the green consumption points system can not only promote the improvement of environmental awareness, but also provide consumers with practical economic incentives through points

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exchange and other ways.The green consumption point system promotes the process of consumers from "thinking" to actual intention.

2. Literature Review and Hypotheses

2.1. Green Consumption Points System

Green consumption points system is a kind of environmental protection incentive mechanism, consumers can get corresponding points when buying or using green products, and consumers can use the points to exchange goods and enjoy discounts. Ten ministries and commissions, including the National Development and Reform Commission, the Publicity Department of the CPC Central Committee and the Ministry of Science and Technology (2023) et al., from the perspective of the government, said to promote the establishment of a green consumption point system and increase the scale of government green procurement [2].Hongying Z. et al.(2022) and Yin F. et al.(2024) proposed the integrated development of green points and carbon inclusive benefits [3] and the ecological points system [4] respectively. Haixiao W.(2017) and Yunxia P.et al(2024) respectively concluded through empirical study that the difficulty of calculating green consumption points and the level of incentive have a significant impact on consumers' green purchase intention [5], and by analyzing the value of ecological products in Hubei Province, they put forward suggestions that the policy system should be constantly improved [6]. It can be seen that the importance of green consumption points system is expounded from policy, law, academic and practice respectively, and the system is of great significance to promote consumers' attitude and purchase intention towards green products.

Table 1. List of Green Consumption incentive Projects (Some countries)

Country	Typical Project	Core Mechanism
China	Green Consumption Points	Points for low-carbon actions
Japan[7]	Eco-Points Program	Points for buying eco-products, redeemable for goods/services
Germany[8]	Ecological Account System	Deposit refund for recycling bottles/cans
Netherlands	Green Miles	APP tracks cycling/public transport, rewards discounts
South Korea	Carbon Mileage Program	Points for saving energy/water, redeemable for cash

2.2. Action Stage theory

The action stage theory describes the process from the formation of green consumption intention to the actual implementation of green consumption behavior by consumers, which can be divided into motivation process and volitional process [9]. According to this theory, consumers will go through different stages in the process of forming green consumption intention, forming target intention and execution intention, that is, the process transformation from "wanting to do" in the first stage to "actually doing" in the second stage [10,11]. Xingyang L et al. (2025) and Jinlong Y et al. (2025) broke down the transformation process from intention to behavior [12] and mentioned that consumers' consumption mode is divided into psychological activity stage and practical action stage [13]. Jianhua W et al.(2021),Hongliang L et al. (2024), and Jianming W et al. (2017) combined the theory of environmental literacy, the theory of planned behavior, the theory of action stage and the theory of emotional behavioral response, and divided behavioral intention into two stages, namely goal intention and execution intention, to study the process of green product purchase intention [14,15,16].

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The green consumption points system can directly improve the execution intention through the concrete design of "how to do". Goal intention is a prerequisite for execution intention. The green consumption points system encourages consumers to make specific plans by enhancing their goal intention. When the green consumption point system enables consumers to set clear green consumption goals, the goal commitment will be significantly improved, thus promoting the formation of execution intention. Therefore, this paper makes the following hypothesis:

H1: The green consumption point system has a positive impact on green consumption implementation intention.

H2: The green consumption point system positively affects the green consumption execution intention through the green consumption goal intention.

2.3. Theory of Planned Behavior

Proposed by Ajzen (1991), the theory of planned behavior is used to explain the process of individual behavioral purchase intention, which is jointly determined by attitude, subjective behavioral norms and perceived behavioral control [17]. In the background of green consumption, attitude refers to consumers' positive or negative evaluation of green consumption, subjective behavioral norms refer to consumers' perceived social pressure, and perceived behavioral control refers to consumers' perception of their ability to participate in green consumption. Jin S et al. (2024) mentioned that compared with providing consumers with personal benefits, green consumption can better stimulate the generation of green consumption when it can provide long-term benefits for a generation [18]. Md. Nekmahmud et al. (2020), Xiaoyue W et al.(2023), Lopes J M et al. (2024), Alkhawaldeh K et al. (2024) conducted research based on the theory of planned behavior, structural equation model, partial least squares, etc. The influencing factors of green product purchase intention are derived [19,20,21,22].

The green consumption points system strengthens consumers' cognition of the value of green products through incentive means, thus improving their attitude towards green consumption. When consumers believe that green consumption can bring both environmental benefits and personal benefits, they will form a more positive goal intention. The reinforcement of subjective norms will prompt individuals to regard green consumption as a socially desirable behavior, thus forming goal intention. The green consumption points system enhances consumers' perceived behavior control by simplifying the difficulty of selecting green products. When consumers think it is easier to practice green consumption, their goal intention will be significantly increased. Therefore, this paper makes the following hypothesis:

H3a: The green consumption point system positively affects consumers' goal intention through their attitudes towards green consumption.

H3b: The green consumption point system positively affects consumers' goal intention through their subjective behavioral norms.

H3c: The green consumption point system positively affects consumers' goal intention through their perceived behavior control.

The execution intention is the concretization of the goal intention, that is, the plan of "when, where and how to do it". Positive attitudes translate into concrete actions, social pressure into action commitments, and points help consumers to clearly execution strategies. Therefore, this paper makes the following hypothesis:

H4a: The green consumption point system positively affects consumers' execution intention through their attitudes towards green consumption.

H4b: The green consumption point system positively affects consumers' execution intention through their subjective behavioral norms.

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H4c: The green consumption point system positively affects consumers' execution intention through their perceived behavior control.

When consumers think that the green consumption points system is helpful and easy to use, it is more likely to affect their consumption attitude or environmental protection attitude, thus affecting consumers' goal intention, and then making actions to buy green products. Therefore, this paper puts forward the hypothesis:

H5: The green consumption point system will affect the green purchase target intention through consumers' attitude, subjective behavioral norms and perceived behavioral control, and then affect the green purchase execution intention through the green purchase target intention. That is, consumer attitude, subjective behavioral norms and perceived behavioral control and green purchase goal intention play a chain mediating role between the green consumption point system and green consumption execution intention.

Finally, according to the above nine hypotheses, the conceptual model diagram of this paper is drawn, as shown in Figure 1.

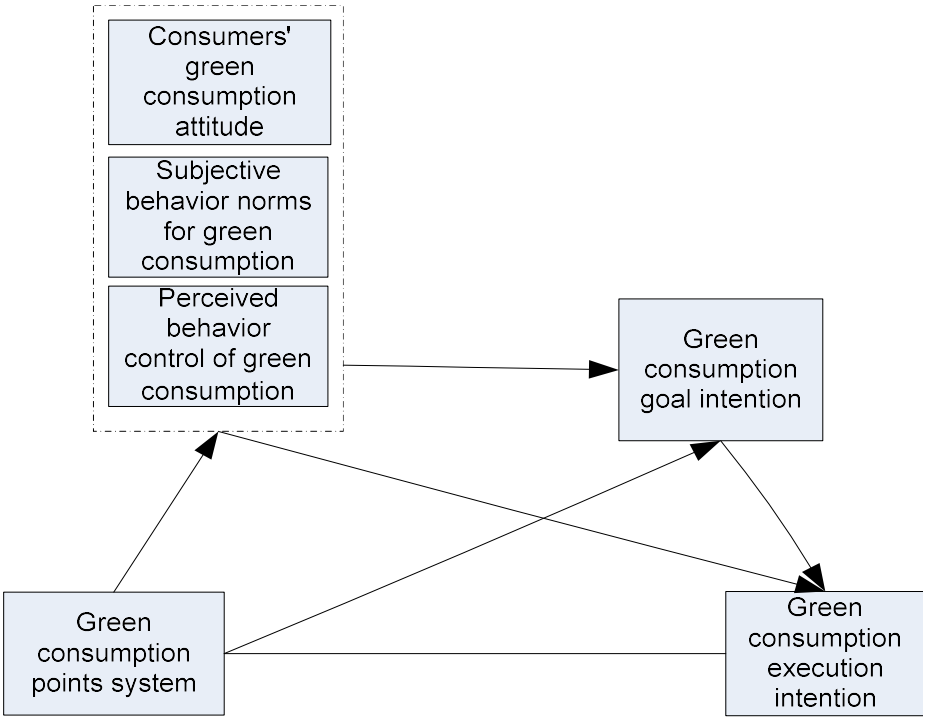

Figure 1. Conceptual model

3. Research Design

The research content of this paper is the influence of the green consumption point system on the green consumption intention. Specifically, the questionnaire has a total of 27 questions, all of which are single-choice questions, among which there are 5 questions in the basic information section, namely gender, age, education background, occupation and monthly average disposable income. In this paper, Likert's 5-point scale method was adopted, and 213 valid questionnaires were collected.

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Table 2. Questionnaire items

Variables of interest	Number	Item	Source
Green consumption points system	X11	1) Understanding of the green consumption point system	Fujisawa, M.[23]
	X12	2) Changes in environmental awareness and consciousness after obtaining green consumption points	
	X13	3) Satisfaction with the green consumption points system	
Consumers' green consumption attitude	X21	4) I think we should find ways to promote the green consumption points system	Chan[24], Wei Z. et al[25]
	X22	5) I think it is beneficial for everyone to buy green products	
	X23	6) I think buying green products is a wise choice	
	X24	7) I prefer to buy green products than regular products	
Subjective behavior norms for green consumption	X31	8) I think the green consumption points system is more in line with the national policy	Kefu L.[26], Wei Z. et al[25]
	X32	9) I think the purchase of green consumption points is in line with the development trend	
	X33	10) I feel that buying green products is more in line with my ethics	
Perceived behavior control of green consumption	X41	11) It's not hard to find a business that buys green products	Kefu L.[26]、Giampietri[27], Wei Z. et al[25]
	X42	12) Green products are not much more expensive than regular products	
	X43	13) There is no significant increase in the cost of using green products	
	X44	14) It is not difficult to recognize the characteristics of green products at the time of purchase	
Green consumption goal intention	X51	15) I would like to know the information of green products	Kefu L. and Jia W.[28], Hongliang L. and Huan X.[15]
	X52	16) I want to buy or have thought about buying green products	
	X53	17) I would like to recommend people around me to buy green products	
	X54	18) I want to replace other products of the same type with green products	
Green consumption execution intention	X61	19) I have seen or learned about a certain green consumption points product in a certain place or time, and want to buy it	Hongliang L. and Huan X.[15], Jianhua W. and Lulu T.[14]
	X62	20) If there is a commercial discount or policy subsidy for a certain green product, I will want to buy it	
	X63	21) If many people around me buy or recommend me to buy a green product, I will want to buy it	
	X64	22) If I can get green consumption points for buying a certain brand, I will want to buy the green products of that brand	

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4. Empirical Test and Result Interpretation

4.1. Descriptive Statistics and Normal Test

According to the descriptive statistics in Table 3, there is no extreme situation that the mean value of variables tends to 1 or 5, and the mean value of each variable is within the acceptable range of 3-4, indicating that the survey content can be objectively expressed to the respondents in the variables, and the data results obtained in the survey are worth studying and analyzing. It can be seen from the results that the average scores of the green consumption point system, consumers' green consumption attitude, consumers' subjective behavioral norms, consumers' perceived behavioral control, consumers' goal intention and consumers' execution intention are all around 4, indicating that consumers' attitude and willingness towards green consumption are positive.

The normality test of each variable item adopts skewness and kurtosis. According to the standard proposed by Kline (1998), the absolute value of skewness coefficient is less than 3, and the absolute value of kurtosis coefficient is less than 8 [29], then the data can be considered to meet the requirements of approximately normal distribution. The skewness and kurtosis of the dimensions in this study are within the standard range, so it can be shown that each dimension approximately follows a normal distribution.

Table 3. Descriptive statistical analysis

Variables	Mean value	Variance	Degree of skewness	Degree of kurtosis
Green consumption points system	3.696	0.034	-0.677	-0.117
Consumers' green consumption attitude	3.781	0.025	-0.857	0.537
Subjective behavior norms for green consumption	4.003	0.029	-1.324	2.094
Perceived behavior control of green consumption	3.596	0.013	-0.809	-0.069
Green consumption goal intention	3.886	0.023	-0.835	0.781
Green consumption execution intention	4.052	0.014	-1.352	2.081

4.2. Reliability Analysis

Table 4. Reliability table

Variables	Number of projects	Cronbach's alpha	CR	Reliability of questionnaire
Green consumption points system	3	0.816	0.809	0.897
Consumers' green consumption attitude	4	0.844	0.863	
Subjective behavior norms for green consumption	3	0.781	0.831	
Perceived behavior control of green consumption	4	0.874	0.883	
Green consumption goal intention	4	0.791	0.842	
Green consumption execution intention	4	0.810	0.831	

In this paper, the questionnaire is used to collect data, and the five-point Likert scale is used as the measurement, so the reliability of the data needs to be tested. Cronbach coefficient is a common index to measure reliability, which evaluates reliability by calculating the internal consistency of each item in the questionnaire, a high value usually indicates that the questionnaire has high reliability, that is, the results of the questionnaire are stable and reliable. The acceptance standard of Cronbach coefficient is above 0.7, and if it reaches above 0.9, the reliability is considered to be very good, and the minimum CR value of composite reliability is

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required to reach 0.7.It can be seen from Table 4 that the total reliability of the questionnaire is 0.897, which indicates that the questionnaire has extremely high consistency and reliability. The reliability coefficients of variables in each dimension are greater than 0.7, and the combined reliability CR is also above 0.8, which further confirms the reliability of the questionnaire. High reliability means that the questionnaire can produce similar measurement results for the same group of respondents at different times and in different situations. Therefore, the questionnaire is suitable for further research analysis.

4.3. Validity Analysis

Before the factor analysis, the data need to be tested for applicability, usually including the KMO test and Bartlett's test of sphericity to ensure that the data are suitable for the factor analysis. The purpose of the KMO test is to evaluate the common variance among the variables, whose value ranges from 0 to 1, and the closer the value is to 1, the greater the common variance among the variables, which is suitable for factor analysis. In general, KMO values greater than 0.7 and p-values less than the significance level are considered suitable for factor analysis. In this study, the KMO value is 0.876, greater than 0.7, and the convergent validity is greater than 0.5, indicating that the data have high common variance and are suitable for factor analysis. At the same time, the P value of Bartlett's test of sphericity is 0.000, which is far less than the significance level, which further confirms the correlation between variables and indicates that factor analysis can be carried out.

Table 5. Validity table

Variables	Number of projects	KMO	P	AVE	Validity of questionnaire
Green consumption points system	3	0.717	0.00	0.586	0.876
Consumers' green consumption attitude	4	0.796	0.00	0.613	
Subjective behavior norms for green consumption	3	0.705	0.00	0.621	
Perceived behavior control of green consumption	4	0.827	0.00	0.654	
Green consumption goal intention	4	0.794	0.00	0.571	
Green consumption execution intention	4	0.803	0.00	0.552	

According to the model fit test results in Table 6, it can be seen that CMIN/DF (ratio of chi-square to degrees of freedom) is 1.034, which is within the excellent reference standard; RMSEA (root mean square error) is 0.013, which is within the excellent reference standard; In addition, the GFI, NFI and CFI test results all reach above 0.9.In general, the research scale in this paper has a good degree of fit, which indirectly proves that the scale has good structural validity.

Table 6. Model fit test

Indicators	Standard of reference	Measured results
CMIN/DF	1-3 is excellent and 3-5 is good	1.034
RMSEA	< 0.05 was considered excellent, and < 0.08 was considered good	0.013
GFI	> 0.9 is considered excellent and > 0.8 is considered good	0.922
NFI	> 0.9 is considered excellent and > 0.8 is considered good	0.904
CFI	> 0.9 is considered excellent and > 0.8 is considered good	0.996

4.4. Correlation Analysis

According to the correlation analysis results in Table 7, the correlation coefficients are concentrated between 0.2 and 0.5, and are significant at the 99% significance level. Therefore,

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there is a significant positive correlation between the green consumption point system, consumers' green consumption attitude, consumers' subjective behavioral norms, consumers' perceived behavioral control, consumers' goal intention and consumers' execution intention.

Table 7. Pearson correlation

Variables	A	B	C	D	E	F
A	1					
B	0.400**	1				
C	0.427**	0.280**	1			
D	0.407**	0.370**	0.295**	1		
E	0.413**	0.279**	0.218**	0.312**	1	
F	0.441**	0.398**	0.440**	0.379**	0.333**	1

Note: A represents the green consumption point system, B represents consumers' green consumption attitude, C represents consumers' subjective behavioral norms, D represents consumers' perceived behavioral control, E represents consumers' goal intention, and F represents consumers' implementation intention.** The correlation is significant at the 0.01 level (two-tailed).

4.5. Regression Analysis

Table 8. Regression analysis

R	R^2	Adjust R^2	Standard error	DW	P
0.587[a]	0.345	0.329	0.649	1.910	0.000

a. Predictor variables: (constant), green consumption point system, consumer green consumption attitude, consumer subjective behavioral norms, consumer perceived behavioral control, consumer goal intention

b. Dependent variable: consumer execution intention

The direct regression method is used to regression all variables, and the R2 in Table 8 is obtained. It shows that the fitting degree of the five variables selected in this paper to the dependent variable of execution intention is 0.345. A P value of 0 and less than 0.05 is significant, that is to say, these variables can explain consumers' execution intention, and the multicollinearity VIF value is less than 5. The DW value is 1.91, which is close to 2, so the model does not have multicollinearity and autocorrelation, and the mediating effect analysis can be carried out in the next step.

Table 9. Multicollinearity analysis

Variables	Unstandardized coefficient Beta	Standardized coefficient Beta	t	VIF
Green consumption points system	0.131	0.154	2.176	1.575
Consumers' green consumption attitude	0.165	0.180	2.819	1.292
Subjective behavior norms for green consumption	0.244	0.258	4.079	1.263
Perceived behavior control of green consumption	0.107	0.136	2.107	1.322
Green consumption goal intention	0.118	0.121	1.918	1.256

4.6. Mediating Effect

The Bootstrap method is a statistical technique based on repeated sample draws to assess the significance of the mediating effect. The advantage of this method is that it is able to provide a

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confidence interval that does not contain 0, thus indicating the presence of mediating effects. Compared with the traditional test methods, the Bootstrap method provides a more accurate evaluation, which can examine the mediating effect of multiple variables at the same time, rather than just the single mediating effect. In this study, the PROCESS plug-in in SPSS software is selected, Models 4 and 6 are applied, and Bootstrap sampling is conducted to test the joint effect of multiple mediating variables.

Table 10. Mediating effect analysis

Path			Effect	SE	LLCI	ULCI	Significance
H1 H2	A→E→F	Total effect	0.377	0.053	0.273	0.481	√
		Direct effect	0.312	0.057	0.120	0.425	√
		Indirect effect	0.064	0.064	0.015	0.126	√
H3a	A→B→E	Total effect	0.363	0.055	0.254	0.471	√
		Direct effect	0.315	0.060	0.198	0.433	√
		Indirect effect	0.047	0.030	-0.009	0.113	×
H3b	A→C→E	Total effect	0.363	0.055	0.254	0.471	√
		Direct effect	0.344	0.061	0.224	0.464	√
		Indirect effect	0.019	0.035	-0.048	0.092	×
H3c	A→D→E	Total effect	0.363	0.055	0.254	0.471	√
		Direct effect	0.301	0.059	0.184	0.418	√
		Indirect effect	0.062	0.028	0.011	0.121	√
H4a	A→B→F	Total effect	0.377	0.053	0.273	0.481	√
		Direct effect	0.287	0.056	0.177	0.396	√
		Indirect effect	0.090	0.032	0.033	0.159	√
H4b	A→C→F	Total effect	0.377	0.053	0.273	0.481	√
		Direct effect	0.264	0.056	0.155	0.374	√
		Indirect effect	0.112	0.036	0.048	0.188	√
H4c	A→D→F	Total effect	0.377	0.053	0.273	0.481	√
		Direct effect	0.294	0.056	0.183	0.404	√
		Indirect effect	0.083	0.029	0.030	0.145	√
H5	A→(B,C,D)→ E→F	Total effect	0.377	0.053	0.273	0.481	√
		Direct effect	0.141	0.060	0.022	0.259	√
		Indirect effect	0.011	0.008	-0.001	0.030	×

Note: A represents the green consumption point system, B represents consumers' green consumption attitude, C represents consumers' subjective behavioral norms, D represents consumers' perceived behavioral control, E represents consumers' goal intention, and F represents consumers' execution intention.

This study conducted an in-depth analysis of the mechanism by which the green consumption point system (A) affects consumers' implementation intention through the Bootstrap method, and the research results showed that the green consumption point system has a significant impact on both goal intention (E) and execution intention (F), which are realized through different mediating variables. In the partial mediating path, the study finds that consumers' green consumption attitude (B), subjective behavioral norms (C) and perceived behavioral control (D) all play an important partial mediating role, indicating that institutions directly affect behavioral intention, and indirectly promote environmental protection behavior by shaping positive attitudes and enhancing social norm awareness. Perceived behavioral control (D) plays a significant mediating role between institutions and goal intention (E), indicating that improving consumers' cognition of their own behavior control ability is an important way to promote goal setting.

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It is worth noting that the study also found some insignificant mediation paths. The mediating effect of attitude (B) and subjective norm (C) between institutions and goal intention (E) did not reach the significant level, which may mean that the formation of goal intention depends more on the sense of personal control than on social influence. The complex chain mediation path A→(B,C,D)→E→F shows no significant indirect effect, while the direct effect is significant, indicating that there is still an unstable effect between the two phenomena from "thinking" to "doing."

5. Conclusion and Suggestions

Through the study on the influence of green consumption points system on consumers' execution intention, combined with the analysis of consumers' green consumption attitude, consumers' subjective behavioral norms, consumers' perceived behavioral control, consumers' goal intention and other variables, this paper draws the conclusion:

(1) As an innovative environmental protection incentive mechanism, the green consumption points system has a significant positive impact on consumers' execution intention. This system stimulates consumers' purchase intention for environmentally friendly products and services through points reward, and promotes the formation and popularization of green consumption patterns. Through a reasonable market incentive mechanism, consumers' purchase behavior can be effectively guided to promote the development of green economy.

(2) Consumers' green consumption attitude, consumers' subjective behavioral norms, consumers' perceived behavioral control and consumers' goal intention are significant in the influence process of green consumption point system on green consumption intention, and play a partial intermediary role.

(3) It is found that consumers with different characteristics show different behaviors when responding to the green consumption points system.

This paper puts forward three suggestions: the government should improve the top-level design of the green consumption point system, build a standardized and transparent point exchange system, and strengthen the supervision of "greenwashing" behavior; At the social level, the public participation platform should be built through social organizations, and the pressure of social norms should be increased in the form of community publicity and green certification, so as to promote the communication of behavior among groups. Consumers need to improve their awareness of environmental protection and the ability to use points, and transform short-term incentive of points system into long-term low-carbon habits.

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