A Research on the Influence of Enterprise Sustainable Development Concept Information Communication Strategy on Consumers' Purchasing Intention

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Abstract. With the continuous consumption of global resources, the concept of sustainable development has been paid more and more attention by enterprises. There has been a lot of academic research on this topic, however, there are not many quantitative studies that take sustainable development conception as an information communication strategy analyzes its impact on consumers’ purchasing intentions. From this new perspective, this article firstly establishes a conceptual model and divides the information communication strategies of enterprise sustainable development concept into four types according to the goal and scale of framing effects. By the scenario simulation experimental method, this paper studies the influence of information communication strategy of enterprise sustainable development concept on consumers’ purchasing intention and the moderating effect of consumer knowledge, applying T test and regression analysis. The results show that compared to the loss framework, the gaining framework for information communication strategy of sustainable development concept has a significant positive impact on consumers’ purchasing intention, and the lower the consumer knowledge is, the greater the influence of information communication strategy has effect on consumers’ purchasing intention.

1. Introduction

Nowadays, enterprise productivity rises greatly, and commodity market competition is intense. At the same time, the variety of products has gradually changed from the original simplification to diversification, providing consumers with a variety of choices. In this new economic background, how to improve consumers’ purchasing intentions is particularly important.

Consumers’ purchasing intention is influenced by many factors, such as product image, consumer perception, consumer attitude and consumer emotion. The product image, consumer perception, consumer attitude and consumer emotion are affected by the enterprise's information communication strategy. The so-called information communication strategy of enterprises is that the enterprise introduces the new consumption concepts in line with the changing trend of consumer demand, with the help of mass media, making consumers finally accepting this consumption concept and generating a desire to buy [1,2].

When Ali-pay launched the "ant forest" project in August 2016, it talked about the environmental protection concept of the project: the activities that reduce carbon emissions such as walking, taking a subway and bus, paying water, electricity and gas bills on line and so on by users for the ant forest project will be calculated as virtual "energy." When "energy" accumulated to a certain extent, Ant financial ecological partners will plant a tree in a real area. By the end of 2019, more than 500 million users have realized their real low-carbon activities and collected "green energy" by using Alipay again and again, reducing the carbon emission by 7.92 million tons, and planting 122 million real trees on the earth [3,4].

In the "ant forest" project launched by Alipay, the enterprise takes the concept of sustainable development as the information communication strategy, increasing the number of users and the frequency of product usage and having a positive impact on consumers' purchasing intention. The concept of sustainable development is based on people, economy and environment. That is, human beings should adhere to harmony with the natural environment while meeting their own needs. At the same time, when pursuing the present development, contemporary people should recognize and make sure that future generations have
equal opportunities with themselves [5], such as low carbon, green, environmental protection and another concept of sustainable development. As a result of global resource depletion, sustainable development has become an increasingly important issue for enterprises, and many scholars have done a lot of research on it. However, at present, the research on sustainable development mainly focuses on qualitative analysis [3, 6-7]. The quantitative analysis of the impact of the concept of sustainable development on consumers' purchasing intention is still relatively few. Therefore, based on the concept of sustainable development, this article analyzes the impact of information communication strategy of enterprise sustainable development concept on consumers' purchasing Intention, which is a relatively new research perspective.

From this "net forest" case, the enterprise information communication strategy based on the concept of sustainable development can indeed affect consumers' purchase intention in reality. But whether this effect is universal, how it works and whether the impact of different sustainable development ideas on information communication strategies is the same are worth further research. Firstly, based on the concept of sustainable development information communication strategy, this paper proposes hypotheses and constructs theoretical models. Then, taking the consumer as the subject, the experiment is designed to test the validity of the theoretical model. Finally, the theoretical and practical significance of the research results are analyzed.

2. Literature and hypothesis

2.1 Information Communication Strategy and Consumers' purchasing Intention

The concept of sustainability was first proposed by ecologists, which is to show the balance between exploitation and utilization of natural resources. In 1991, the international ecological society and the international union of biological sciences held a seminar on sustainable development, developing and deepening the nature of sustainable development, which is defined as protecting and strengthening the production and renewal capacity of the environmental system. There are many theories that define the concept of sustainable development from the perspective of economic attributes. Whatever the concept, the core of sustainable development should be economic development. Of course, the economic development mentioned in the definition is the economic development without degrading the environmental quality and destroying natural resources. Among all the factors of sustainable development, population is the center, economy is the foundation and environment is the premise [5].

Based on Chelliah definition of information communication strategy and sustainable development concept of Wichaisrin and Sooksri [1, 5], the concept of Sustainable Development Information Communication Strategy (SDICS) is to promote sustainable development (such as green, environmentally friendly or low-carbon) products or services developed by enterprises, whose purpose is to make consumers accept this consumption concept, and have a desire to buy. In this paper, the information communication strategies are divided into four types [8] based on the goal and scale of frame effect. There are profit-large-scale information communication strategy, profit-small-scale information communication strategy, loss-large-scale information communication strategy and loss-small-scale information communication strategy [9]. The so-called profit-large-scale communication strategy refers to the strategy of adopting positive information publicity with a relatively large time span. The so-called profits-small scale communication strategy refers to the strategy of positive information promotion with a relatively small time span. The so-called loss-large scale communication strategy refers to the strategy of using negative information propaganda with a large time span. The so-called loss-small scale communication strategy refers to the strategy of negative information publicity with a relatively small time span [10].

Seta found that the gaining frame was more likely to shape the positive attitude of consumers than the loss frame [11]. Gosling, Corentin J and Moutier, Sylvain pointed out when describing the effects of the product from a positive perspective, the subjects had a more positive attitude [8]. Therefore, in conclusion, the communication strategy of gaining frame is more likely to stimulate the purchase intention of consumers than the communication strategy of losing frame. So the following hypotheses are proposed:

1. Hypothesis 1: compared with the loss frame, the gaining frame for information communication strategy of the sustainable development concept has a significant positive impact on consumers' purchasing intention.

Lo et al. found that different scale frames would affect consumers' purchasing decisions [12]. Alexander H. DeGolia et al. used "day" and "year" to represent time distances of different scales respectively [9], and found that consumers' purchase intention is not consistent with the size difference and the larger the size, the more significant the impact is.

2. Hypothesis 2: compared with small-scale framework, large-scale sustainable development concept information communication strategy has a significant positive impact on consumers' purchasing intention.

2.2 Moderating effect of consumer knowledge

Consumer knowledge is the content and structure of the memory information about products and brands stored in consumer memory [13]. Consumers with different knowledge levels are affected by different information strategies. If consumers have a high level of knowledge, their willingness to consume tends to be stable. It is less likely to be influenced by the outside world and less likely to be influenced by information [14]. Wilson also found that people with less professional knowledge are more likely to be
influenced by information, but a man of much knowledge is not easily influenced[15]. Therefore, the following hypothesis is proposed:

H3: compared with highly knowledge consumer, information communication strategy has a greater impact on lowly knowledge consumer purchasing intention

The conceptual model is established as shown in figure 1:

![Figure 1 Conceptual Model](image)

### 3. Experiment

#### 3.1 Experimental methods

First, it is to analyze the impact of the information strategy of enterprise sustainable development concept on consumers’ buying intention, applying frame theory, and explore the moderating effect of consumer knowledge.

This paper adopts experimental method to collect data. Four groups (profit - large scale, profit - small scale, loss - large scale, loss - small scale) scale are used for comparative experiment.

The experimental materials is select as bicycle. The reason why bicycle are chosen is that energy-bicycle market is old and consumers have some certain understanding to this product.

The experiment consists of two tasks. Firstly one is carefully watch the advertisement of bicycle and answer the questionnaire about consumers’ purchasing intention. Secondly one is to complete the consumer knowledge measurement questionnaire.

#### 3.2 Experimental procedures and measurement of variables

Step 1: based on the concept of sustainable development strategies of information communication of design of experiment, the experimental contains four groups: profit - large-scale information strategy group (I), profit - small-scale strategy (group II), loss - large-scale information strategy (group III), loss - small-scale information strategy group (IV), and specific four groups of experiment materials as shown in table 1. The communication of this experiment adopts the method of written description.

Step 2: Do measure of consumers' purchase intention. In terms of measuring consumers' willingness to purchase, some scholars directly ask whether they will buy [16] and some scholars measure purchases by termination and continuation [17] and some scholars consider the possibility of purchase and their willingness to recommend [18]. Based on previous research results, the willingness to purchase is measured in terms of likelihood, willingness, and whether it would be recommended to others, as shown in table 2, likert 5-point scale is used for measurement.

Step 3: Do measure consumer knowledge. In this study, in order to facilitate data processing, consumer knowledge is classified as a scale variable, and is evaluated their own knowledge about experimental products by subjects themselves. Based on the research results of Wilson and N. Koen et al., the questions for measuring consumer knowledge include[14,15]: how well I know each brand of the product; relative to the people around me, how much my understanding for each brand of the product; relative to the experts, how much my understanding for each brand of the product; what is my experience to buy the product; what is my experience to use the product. All questions are measured by Likert's 3-point scale.

#### Table 1 Sustainable Development Information Communication Strategy (SDICS)

| SDICS | content |
|-------|---------|
| I     | Hi, I'm a bike! I use 80% less energy than my car and save 400 liters of 95 on a 10-day ride. According to statistics, for every 400 liters of gasoline saved, 2,500 yuan will be saved and 920 kg of carbon dioxide will be reduced. and |
reduce emissions by 250.8 kg. Over time, we can save electricity and money. And can contribute to social energy conservation and emission reduction, kill two birds with one stone, why not?

II  Hi, I'm a bike! I use 80% less energy than my car and save 40 liters of 95 on a day ride. According to statistics, for every 40 liters of gasoline saved, 2,50 yuan will be saved and 92 kg of carbon dioxide will be reduced and reduce emissions by 25.08 kg. Over time, we can save electricity and money. And can contribute to social energy conservation and emission reduction, kill two birds with one stone, why not?

III Hi, I'm a bike! Cars use 80 percent more electricity than I do, and a 10-day drive wastes 400 liters of 95. According to statistics, every 400 liters of gasoline wasted is equivalent to a waste of 2,500 yuan and an extra 920 kilograms of carbon dioxide, and increase carbon emissions by 250.8 kg. Over time, it can not only save electricity and money, but also contribute to social energy conservation and emission reduction. Kill two birds with one stone, why not?

IV Hi, I'm a bike! Cars use 80 percent more electricity than I do, and a day drive wastes 40 liters of 95. According to statistics, every 40 liters of gasoline wasted is equivalent to a waste of 2,50 yuan and an extra 92 kilograms of carbon dioxide and increase carbon emissions by 25.08 kg. Over time, it can not only save electricity and money, but also contribute to social energy conservation and emission reduction. Kill two birds with one stone, why not?

| Variable | Question                                      |
|----------|-----------------------------------------------|
| Purchasing intention | I would like to buy this product.  
|          | I'll probably buy the product.  
|          | If necessary, I will buy the product.  
|          | I may recommend this product to my friends  |

4. Analysis

4.1 Data Collection
The measurement tool of this study is consisting of two scales (the scale of consumer purchasing intention and consumer knowledge). The questionnaires are distributed online from 23 September to 3 October in 2019. A total of 600 questionnaires are collected. There are 592 valid questionnaires, 148 for each group. In order to ensure the homogeneity of experiment samples every group, the male in each group are 40 percent and the female are 60 percent. The age is controlled in 18 to 25 years old in each group.

4.2 Result

4.2.1 Reliability and Validity
(1) Reliability
According to reliability analysis, four questions’ Cronbach alpha coefficients of consumers’ purchasing intention of gaining large-scale information strategy (group I) are 0.859, 0.835, 0.850, 0.870, 0.923. Cronbach alpha coefficient of the overall scale is 0.948 > 0.8. The scale has high reliability.

Four questions’ Cronbach alpha coefficients of consumers’ purchasing intention of gaining small-scale information strategy (group II) are 0.806, 0.887, 0.786, 0.603. Cronbach alpha coefficient of the overall scale is 0.894 > 0.8. The scale has high reliability.

Four questions’ Cronbach alpha coefficients of consumers’ purchasing intention of loss - large scale information strategy (group III) are 0.802, 0.815, 0.718, 0.852. Cronbach alpha coefficient of the overall scale is 0.910 > 0.8. The scale has high reliability.

Four questions’ Cronbach alpha coefficients of consumers’ purchasing intention of loss-small scale information strategy (group IV) are 0.758, 0.869, 0.837, 0.865. Cronbach alpha coefficient of the overall scale is 0.926 > 0.8. The scale has high reliability.

Cronbach alpha coefficients of the five items of consumer knowledge are 0.892, 0.835, 0.806, 0.912, 0.796. The Cronbach alpha coefficient of the overall scale is 0.942 > 0.8. The scale has high reliability.

(2) Validity
(1) Convergent validity
Validity analysis find that the KMO measure value of the purchasing intention scale for gaining large-scale information strategy (group I) is 0.870. After principal component analysis, one component is extracted. The factor loading of each items are 0.901, 0.904, 0.917 and 0.913. The cumulative variance interpretation rate reaches 90.895%, which is greater than 60%. Therefore, the scale of consumers’ purchasing intention for gaining large-scale information strategy (group I) has a good convergent validity.

Table 2 Purchasing Intention Measurement Scale
The KMO measure value of the gaining small scale information strategy (group II) is 0.873. After principal component analysis, one component is extracted. The factor loading of each item are 0.893, 0.915, 0.899 and 0.934. The cumulative variance interpretation rate reaches 91.029%, greater than 60%. Therefore, consumers' purchasing intention for gaining small-scale information strategy (group II) has a good convergent validity.

The KMO measure value of loss-large scale information strategy (group III) is 0.841. After principal component analysis, one component is extracted. Factor loads of each items are 0.841, 0.825, 0.845 and 0.886, and the cumulative variance interpretation rate reaches 84.94% > more than 60%. Therefore, consumers' purchasing intention for the loss-large scale information strategy (group III) has a good convergent validity.

The KMO measure value of loss-small scale information strategy (group IV) is 0.854. After principal component analysis, one component is extracted. The factor loading of each items are 0.814, 0.842, 0.842 and 0.870. The cumulative variance explanation rate reaches 84.22%, greater than 60%. Therefore, consumers' purchasing intention for the loss-small scale information strategy (group IV) has a good convergent validity.

The KMO measure value of consumer knowledge scale is 0.858. After principal component analysis, one component is extracted. The factor loading of each items are 0.833, 0.821, 0.848 and 0.891. The cumulative variance interpretation rate reaches 84.015%, which is greater than 60%. Therefore, the consumer knowledge scale has a good convergent validity.

② Difference validity
Applying Amos software, the correlation of each variable is used to measure the discriminant validity according to Bootstrap, and the result is table 3:

| Variable | Estimated correlation coefficient | Minimum value | Maximum value |
|----------|----------------------------------|---------------|---------------|
| Consumers' Purchasing Intention <--> Consumer Knowledge | 0.305 | 0.222 | 0.373 |

From table 3, the correlation coefficient interval between consumer buying intention <-> consumer knowledge is (0.222, 0.373), not including 1, which is a discriminant validity between the two variables, and it can be judged that there is no multicollinearity problem between the two variables.

4.2.2 Correlation Analysis
Before testing the hypothesis, it is first to do correlation analysis among three variables: sustainable development information communication strategy, consumers' purchase intention and consumption knowledge. The results are shown in table 2. The setting of information communication strategy of sustainable development concept is nominal variable. Use "4" to represent the gaining - large-scale information strategy (group I), "3" stands for gaining - small scale information strategy (group II), "2" stands for loss - large-scale information strategy (group III), "1" represents loss-small scale information strategy (group IV). From table 4 below, there is a significant positive correlation between information communication strategy of sustainable development concept and consumer purchasing intention, and there is a also significant positive correlation between consumer buying intention and consumer knowledge. Therefore, it can be preliminarily speculated that the purchasing intention of the information communication strategy of gaining frame is higher than that of the information communication strategy of loss frame.

| Table 4 | Correlation of Each Variable |
|---------|-------------------------------|
| Correlation Coefficient | Information Communication Strategy | Consumer Purchasing Intention | Consumer Knowledge |
| Information Communication Strategy | 1 | 0.140** | 0.00 |
4.2.3  T test

(1) Information framework of gaining or loss of sustainable development concept and consumers’ purchasing intention

In order to further explore the impact of the gaining and loss information framework communication strategy of sustainable development concept on consumers’ purchasing intention, independent sample t-test is conducted respectively with large-scale and small-scale frame information communication strategy. Large-scale frame for information communication strategy: group I and group III are taken as grouping variables, and consumer’s purchasing intention is taken as testing variable. The result is shown in table 5:

| Variable                  | Means in gaining framework | Means in loss framework | t (two-tailed) | P    |
|---------------------------|---------------------------|-------------------------|----------------|------|
| consumers' purchasing intention | 2.1402                   | 1.9037                  | 2.245          | 0.025|

It can be seen from table 5 that under large scale, the average consumers’ purchasing intention for gaining information framework is 2.1402, and for loss information framework condition is 1.9037, and the t-test result is 0.025, less than 0.05, which means gaining information framework communication strategy is more significant positive effect on consumers’ purchasing intention than loss information framework in a large scale.

Small-scale frame for information communication strategy: group II and group IV are used as grouping variables, and consumers’ purchasing intention is used as testing variable. The result is shown in table 6:

| Variable                  | Means in gaining framework | Means in loss framework | t (two-tailed) | P    |
|---------------------------|---------------------------|-------------------------|----------------|------|
| consumers' purchasing intention | 2.0828                   | 1.826                   | 2.542          | 0.012|

It can be seen from table 6 that under small scale, the average consumers’ purchasing intention for gaining information framework is 2.0828, and for loss information framework condition is 1.826, and the t-test result is 0.012, less than 0.05, which means gaining information framework communication strategy is more significant positive effect on consumers’ purchasing intention than loss information framework in a small scale.

By combining the analysis results of large scale and small scale, gaining information framework communication strategy is more significant positive effect on consumers’ purchasing intention than loss information framework. So H1 is true.

(2) The size scale information framework of sustainable development concept and consumers' purchasing intention

In order to further explore the impact of the scale framework communication strategy of sustainable development concept on consumers’ purchasing intention, independent sample t-test is conducted respectively with gaining and loss frame information communication strategy.
Gaining frame for information communication strategy: group I and group II are taken as grouping variables, and consumers' purchasing intention is taken as test variable. The result is shown in table 7:

### Table 7 T-test for Consumer Purchasing Intention (gaining frame)

| Variable                  | Means in large scale | Means in small scale | t (two-tailed) | P   |
|---------------------------|----------------------|----------------------|----------------|-----|
| consumers' purchasing     | 2.1402               | 2.0828               | 0.503          | 0.615|
| intention                |                      |                      |                |     |

From table 7, under gaining information framework, the average consumers' purchasing intention in large-scale information frame is 2.1402, and that in small-scale information frame is 2.0828 which indicates that the communication strategy under the large-scale information framework has a greater impact on consumers' purchasing intention than under the small-scale information framework. However, the t-test result is 0.615, greater than 0.05.

In the case of the gaining information framework, there is no significant difference effect on consumers' purchasing intention between the large-scale information communication strategy and the small-scale.

Loss framework for information communication strategy: group III and group IV are taken as grouping variables, and consumers' purchasing intention is taken as test variable. The result is shown in table 8:

### Table 8 T-test for Consumer Purchasing Intention (loss frame)

| Variable                  | Means in large scale | Means in small scale | t (two-tailed) | P   |
|---------------------------|----------------------|----------------------|----------------|-----|
| consumers' purchasing     | 1.90373              | 1.826                | 0.855          | 0.393|
| intention                |                      |                      |                |     |

From table 8 that under the loss information framework, the average consumers' purchasing intention in large-scale frame is 1.90373, while that in small-scale frame is 1.826 which indicates that the communication strategy under the large-scale information framework has a greater impact on consumers' purchasing intention than that under the small-scale information framework. However, the t-test result is 0.393, greater than 0.05.

In the case of the loss information framework, there is no significant difference effect on consumers' purchasing intention between the large-scale information communication strategy and the small-scale.

By combining the analysis results of gaining frame and loss frame, the sustainable development information communication strategy has no significant difference effect on consumers' purchasing intention between the large-scale information communication strategy and the small-scale, that is, the hypothesis H2 is rejected.

4.2.4 Regression Analysis

From table 4, consumers' purchasing intention is correlated with consumer knowledge and sustainable development information communication strategy.

In order to test the moderating effect of consumer knowledge, this paper establishes a multiple regression equation as follows:

\[
De = \beta_0 + \beta_1 ST + \beta_2 Kn + \epsilon_1
\]

(1)

\[
De = \beta_0 + \beta_1 ST + \beta_2 Kn + \beta_3 Kn \times ST + \epsilon_2
\]

(2)

In the above regression equation, De represents consumers' purchasing intention. ST stands for sustainable development information communication strategy. Kn represents consumer knowledge. To prevent multicollinearity, this article standardizes treatment of ST, Kn and Kn×ST.

The regression results are shown in table 9:

### Table 9 Regression Coefficients

|                      | Model (1) | Model (2) |
|----------------------|-----------|-----------|
| constant             | 1.988**   | 1.988**   |
| Information          | -0.226**  | -0.31**   |
| communication strategy|           |           |
Consumer knowledge & 0.273** & 0.174* 
Information communication strategy*Consumer knowledge & & 0.120* 
R square & 0.113 & 0.129 
Adjusted R square & 0.110 & 0.126 
Change in R squared & & 0.016** 

Note: ** is at level 0.01 (double tail), significant correlation* is at level 0.05 (double tail), significant correlation

From the table 9, the change of R squared is significant in model 2, illustrating consumer knowledge moderating effect between consumers' purchasing intention and the information communication strategy of the concept of sustainable development.

Further analysis shows that the regression coefficient of information communication strategy is equal to $\beta_1 + \beta_2 K_n$, so it’s $-0.31 + 0.120 K_n$. When consumer knowledge is low, the absolute value of the coefficient of information communication strategy is larger, and when consumer knowledge is high, the absolute value of the coefficient of information communication strategy is smaller, as shown in figure 2. Therefore, when consumer knowledge is low, compared to high, information communication strategy has a greater impact on consumers' purchasing intention. So $H_3$ is established.

5. Conclusion and limited

5.1 Conclusion
This study adopts the experimental research method, taking consumers as subjects, testing the influence of the information communication strategy of sustainable development concept on consumers' purchasing intention.

The following conclusions are drawn:
First, the gaining information frame of sustainable development has a significant positive impact on consumers' purchasing intention. Compared with the loss frame, the gaining information frame can lead to a higher consumers' purchasing intention. Under the condition of the gaining frame, consumers have positive attitude towards the product, which promote purchasing intention. But under the condition of the loss frame, consumers have a negative attitude towards the product, which reduce purchasing intention.
Second, under the same sustainable development strategy, consumers' purchasing intentions are affected varies by their knowledge. When the relevant knowledge of consumers is relatively low, their purchasing intention are more likely to affect by the external information communication strategy. When consumers have a high knowledge, they tend to make decisions based on their own knowledge, less affected by information communication strategy.

5.2 Limited
First, this study only make comparative experiment for subjects aged 18-25. To make the results universal, this paper should select 18 years old, 25-35 years old, 35-45 years old, 45-60 years old and above 60 years old subject to repeat the above experiment, which should be further studied in the future.
Secondly, multi-collinearity analysis in this paper is deficiency. According to table 2, the correlation coefficient between the information communication strategy and consumer knowledge is 0.00, and the
correlation is not strong. So for the two variables, the multi-collinearity problem can be ignored. However, there are three explanatory variables in regression model (1), that is, information communication strategy, consumer knowledge and gender, so the correlation analysis should do among the three explanatory variables, which will be supplemented later in this study.

6. Contribution

6.1 Theoretical Contribution

First, current studies on sustainable development mostly focus on the implementation of sustainable development strategies. However, there are few researches on sustainable development as an information communication strategy of enterprises. This paper takes sustainable development as an information communication strategy and discusses its impact on consumers’ purchasing intention, expanding the existing research perspective.

Secondly, this paper studies the impact of sustainable development information communication strategy on consumers’ purchasing intention, finding the difference of consumers’ purchasing intention generated by different sustainable information communication strategies, enriching the existing consumer purchasing decision theory.

Thirdly, this paper studies the moderating effect of consumer knowledge on consumers’ purchasing intention in the sustainable development of information communication strategy, which is a beneficial supplement to the theory of individual factors and consumer behavior to some extent.

6.2 Marketing Enlightenment

The practical significance of this study is that it provides a new means for enterprises to strengthen consumers’ purchasing intention.

First, applying gaining frame for the sustainable development information communication strategy is to promote sales. On September 23, 2019, “China is determined to pursue green, low-carbon and sustainable development,” foreign minister Wang Yi said at the UN climate action summit in New York. In economic life, many Chinese enterprises have adopted this philosophy. For example, Gree’s maglev direct cooling air conditioning unit can save 53.6 percent more energy than the traditional solution. Using this unit can save 50%-55% energy consumption for air conditioner in subway. If the energy consumption of environmental control system accounts for 50% of the total energy consumption of subway, Gree maglev direct cooling air conditioning unit can save more than 25% of the overall energy consumption of the subway. Gree’s maglev direct cooling air conditioning unit adopts the gaining frame for the sustainable development information communication strategy in the publicity process, enabling consumers to positively understand the benefits of sustainability, and increase consumers’ purchasing intention. Therefore, Gree central air conditioner has successfully served 26 cities and 70 subway lines. It can be seen that enterprises communicate with consumers about the concept of sustainable development from the perspective of gaining is to improve consumers’ purchasing intention, which are both theoretical and practical basis.

Secondly, the seller should be to prevent the emergence of negative language in the sustainable development information communication. Communicating with consumers on the loss side of the sustainable development concept will contribute to the formation of negative emotions, and not conducive to the purchase intention. Therefore, enterprise managers should pay attention to the affective valence of information communication wording, preventing consumers from being influenced by emotions and giving up the purchase of products.

Thirdly, different information communication strategies should be developed according to different types of consumers. When consumers have high consumer knowledge, they often make decisions by themselves. When communicating sustainable development ideas with such consumers, the sellers try to be objective and use professional language, highlighting our own product sustainable development concept of professionalism; when consumers have low consumer knowledge, they often make decisions by external information. When communicating with this consumers, the sellers try to use easy-to-understand words and communicate with consumers by gaining information, making consumers generate positive emotions and increase intention to purchase.

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