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Research on Consumer's Plans to Buy Carbon-Labeled Products

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Introduction

The production, delivery, and consumption phases of a product's life cycle are all covered by the carbon-labelling system, allowing for accurate measurement of greenhouse gas emissions. The carbon-labelling system will undoubtedly have an effect on business production and consumer purchasing decisions as a result of the proposed carbon peak and carbon neutrality goals. Using the theory of consumption values, this paper develops a theoretical model of the mechanism that influences consumers' willingness to purchase carbon-labelled products. A regression analysis is used to investigate the factors that influence Chinese university students' willingness to consume carbon-labelled products by conducting a survey and analysing a sample of 347 students. The findings demonstrate that, despite the relatively low public awareness of the carbon-labelling system, customers' willingness to purchase carbon-labelled products is strongly influenced by functional value, emotional value, and epistemic value; In addition, there is a significant age difference in the willingness to purchase carbon-labelled goods, but there is no significant gender, income, occupation, or education level difference. Some suggestions are made based on the findings to assist businesses in adopting appropriate strategies to pique the interest of customers in making purchases and gain a competitive advantage in carbon-labelling scenarios.

Description

The shortest displacement time, highest utilization of the available means of transportation, and lowest operating wear are characteristics of the in-factory transport, which influences production rate and quality. Utilizing industrial vehicle traffic analysis techniques, the paper proposes enhancing factory transport management. The Wi-Fi-based method for monitoring industrial vehicles was used to examine the effectiveness of internal logistics. A company that manufactures PVC profiles for the market of building materials and interior equipment was the setting for the research, and the in-building location system Optimistic BI was used and implemented there. Estimates were made of forklift truck stopping times, routes, and covered distances. On the basis of this, the effective use factors were calculated. Additionally, heat maps and analysis of forklift truck traffic were made possible, allowing for the identification of issues and the formulation of an appropriate improvement strategy. For one of the logistics tasks that were examined, a mathematical model was developed that allows for efficiency optimization by determining the optimal number of employees handling the transport. Because in-factory transportation has an impact on production rate and quality, it ought to be characterized by the shortest possible displacement time, maximum utilization of the transport options that are available, and lowest operating wear. It ought to guarantee consistent safety and efficient product movement. It begins with the admission of raw materials and concludes with the release of finished goods and is connected to the execution of all factory transport activities. Handcarts and motorized carts are typically the modes of transportation used in factories. They have a low investment cost, a small occupied surface area, and a high degree of flexibility. Most of the time, factory transport requires precise organization that is tailored to the manufacturing plant's unique characteristics [1,2].

The company's financial condition is directly impacted by how well its resources in this case, forklift trucks and their operators are utilized, as is the company's position in relation to its rivals. By identifying and eliminating losses, it is possible to increase efficiency without resulting in a decrease in quality, an increase in labour utilization, or a costly investment in technique. In order to find waste and potential reserves, it is therefore necessary to monitor the production system's effectiveness. A sample of Polish businesses was used in the study, and only 10% of them used lean manufacturing techniques to cut out unnecessary transportation. More, 27% used LM methods to reduce stock levels and 18% used LM methods to reduce employee potential waste. The majority of businesses utilized LM techniques to shorten the amount of time spent waiting for material supply and reduce redundant traffic [3].

Utilizing WiFi-based methods for monitoring industrial vehicles, the purpose of this study is to assess the effectiveness of internal logistics and develop a plan for improvement. An efficiency analysis of logistic processes was used to conduct the study on a specific manufacturing company. Next, the areas that required improvement and the causes of their decreased efficiency were identified. From the company's perspective, the practical goal is to come up with a plan to improve factory transportation so that industrial vehicles and their drivers can use them more efficiently. The creation of a mathematical model of internal transportation that enhances logistics procedures is an additional objective. The implementation of the obtained model results in a significant cost reduction as well as a better utilization of the resources (people and forklift trucks). The research was carried out with the help of the Optimistic BI in-building location system. The project had personal involvement from the authors. A model of the main stages of the system's implementation A Wi-Fi based in-building location system's potential to improve factory transportation is examined within the scope of the research. When compared to the other methods that are available, the Wi-Fi method is relatively inexpensive, sufficiently precise, and non-invasive [4,5].

Conclusion

A company that produces PVC profiles for the market of building materials and interior equipment used the industrial vehicle monitoring system. This is the first paper to show how the Polish system which is quick, non-invasive, and relatively inexpensive, was put into action using a real production company as an example. The information provided by the monitoring devices enabled comprehensive analysis of the in-factory transport. According to the system's data, the forklift spent approximately 70% of its time idle. Forklift operators and trucks can be reduced and organizational changes to the work or working space can be implemented as a result of the identification of

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inefficient areas and movements. The suggested solutions make it possible to minimize inactivity time. One of the logistics tasks was implemented using a mathematical model that allowed for the best number of workers to handle transport to be chosen for efficiency. The conditions of other businesses and the enhancement of their warehouse procedures can be easily adapted using the developed model and the proposed optimization procedure. By boosting the productivity of industrial vehicles and their operators, the suggested enhancements would make it possible to rationalize the logistics processes and enhance safety conditions.

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Conflict of interest

No potential conflict of interest was reported by the authors.

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