

有機食品綠色行銷組合與對綠色消費意願之研究：以越南市場為例

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摘要

近年來，許多企業致力於綠色行銷作為永續發展策略的重心。儘管許多研究探討了綠色行銷對於綠色消費的影響，但實證結果的發現仍然存在許多不一致。因此本研究審視綠色行銷組合與消費者消費意願之關係，並將消費者本身的環保知識程度、利他性程度及企業之品牌知名度作為調節變項，探究消費者與企業的異質性對於此段關係的影響。鑑於越南市場的發展潛力，與有機食品市場的興起，本研究以越南有機食品市場為研究對象。實證結果顯示，綠色行銷組合對消費者購買意願之關係，呈現正向顯著。消費者的環保知識水準與利他性程度則正向調節綠色行銷組合對綠色消費的影響，然而企業的品牌知名度並無顯著的調節效果。此結果除了填補綠色行銷在個別行銷活動層次的理論缺口外，亦透過調節變數深化對綠色行銷影響效果的了解。此外，本研究也將過去焦點多置於已開發國家之綠色行銷研究，延伸至新興市場脈絡。在實務貢獻上，研究結果將可協助欲進入越南市場或新興國家市場的企業，規劃綠色行銷策略，或是檢視現有綠色行銷策略。

關鍵字：

綠色行銷組合、綠色消費、環保知識、利他性、品牌知名度

A study on the green marketing mix of organic food and its impact on green purchase intention: An example of the Vietnamese market

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ABSTRACT

In recent years, many enterprises have prioritized green marketing as the core of their sustainable development strategies. Although many studies have explored the impact of green marketing on green consumption, the empirical findings remain inconsistent. Therefore, this study examines the relationship between green marketing mix and consumers' purchase intentions, while incorporating consumers' environmental awareness, altruism levels, and companies' brand awareness as moderating variables. It aims to explore how the heterogeneity of consumers and enterprises influences this relationship. Given the development potential of the Vietnamese market and the rise of the organic food market, this study focuses on Vietnam's organic food market. The empirical results indicate a significantly positive relationship between green marketing mix and consumers' purchase intentions. Consumers' environmental knowledge and altruism positively moderate the impact of green marketing mix on green consumption, whereas enterprises' brand awareness does not exhibit a significant moderating effect. These findings not only address theoretical gaps in green marketing at the level of individual marketing activities but also deepen the understanding of the effectiveness of green marketing through the inclusion of moderating variables. Furthermore, this study extends previous research, which has predominantly focused on developed countries, to the context of emerging markets. Practically, the research outcomes can assist enterprises intending to enter the Vietnamese or other emerging markets in designing green marketing strategies or evaluating their existing green marketing approaches.

Keywords :

Green marketing mix, Green consumption, Environmental knowledge, Altruism, Brand awareness.