

# 消費者參與循環經濟之動機及其對價值創造之影響

## The Motivation of Consumer Participation on Circular Economy and the Effect to Value Creation

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陳宥杉\*Yu-Shan Chen

陳怡雅\*\*I-Ya Chen

陳逸媛\*\*\*Yi-Yuan Chen

樂華東\*\*\*\*Hua-Dong Luan

彭奕農\*\*\*\*\*Yi-Nung Peng

謝錦堂\*\*\*\*\*Chin-Tang Hsieh

- 
- \* 國立臺北大學企業管理學系教授  
Professor, Department of Business Administration, National Taipei University.
- \*\* 國立臺北大學企業管理學系博士生  
PhD student, Department of Business Administration, National Taipei University.
- \*\*\* 國立臺北大學企業管理學系博士候選人 (聯絡作者)  
PhD candidate, Department of Business Administration, National Taipei University.  
(corresponding author)
- \*\*\*\* 國立臺北大學企業管理學系博士生  
PhD student, Department of Business Administration, National Taipei University.
- \*\*\*\*\* 國立臺北大學企業管理學系助理教授  
Assistant Professor, Department of Business Administration, National Taipei University.
- \*\*\*\*\* 國立臺北大學企業管理學系副教授  
Associate Professor, Department of Business Administration, National Taipei University.

## 摘要

在地球資源持續枯竭的情況下，循環經濟已成為當今社會不可忽視的商業模式，隨著可再生能源的興起以及創新材料和技術的發展，為循環生產解決方案創造了新的可能性。這也將經濟系統從傳統的線性系統（生產、使用和丟棄的商品）轉變為循環系統（商品可以重複使用，再製造和回收）。實證研究很少研究消費者對循環經濟的動機和意圖及其對這種參與的影響。此研究以自我決定理論 (Self-determination Theory) 為基礎，研究人們為什麼願意參加循環經濟，以了解其內在動機和外在動機。另外，由於循環經濟的重點是功能的使用而非消費，提出「可及性」為是促進客戶參與的重要調節因素。為進一步理解這些不同的動機和可及性的調節效果，本研究使用德爾菲法來確認這些不同的動機，以提供行銷人員在面對循環經濟的時代能有所遵循。

**關鍵字：**循環經濟、外在動機、內在動機、可及性

## ABSTRACT

The circular economy can no longer be ignored as a viable business model in today's world, especially with the continued depletion of the Earth's resources. The rise of renewable energy and development of innovative new materials and technologies have created new possibilities for circular production solutions. They are also promoting a shift from a traditional linear system in which goods are produced, used and discarded to a circular system that involves reusing, remanufacturing and recycling materials. Empirical research rarely studies the motivations and intentions of consumers in participating in a circular economy, and their effect on such participation. This study fills that gap by investigating why people might want to participate in circular economy using self-determination theory (SDT) as a basis for understanding consumers' extrinsic and intrinsic motivations. We identified accessibility to be an important moderator of customer participation, given that the focus of the circular economy is on the use of a function rather than on consumption. To further understand these different motivations and the effect of accessibility, we used the Delphi Method to confirm the different outcomes. The results should provide marketers guidance on what their focus should be in the circular economy era.

**Keywords:** Circular economy, Extrinsic motivations, Intrinsic motivations, Accessibility