

Psychological mechanisms of green purchasing: The interplay of message framing, word-of-mouth, and product type

Chih-Ching Yu ¹ | Chin-Tien Chen ¹ | Lung-Hsien Wang ¹ | Chih-Ning Chang ¹ | Chun-Shuo Chen ²

¹ Department of Business Administration, National Taipei University, New Taipei City, Taiwan.

² Corresponding author, PhD. Program in Business Administration, Chinese International College, Dhurakij Pundit University, Bangkok, Thailand, chun-shuo.che@dpu.ac.th

ABSTRACT

Amid the intensifying global discourse on sustainability, both governments and corporations are increasingly committed to advancing sustainable development and promoting environmentally responsible consumption. Yet, despite consumers' growing environmental consciousness, the psychological mechanisms that shape green purchase intentions remain insufficiently understood. Taking the perspective of the Elaboration Likelihood Model (ELM), this study investigates the effects of message framing (positive vs. negative) and Word-of-Mouth (WOM) communication on green purchase intention, emphasizing the mediating roles of perceived risk and perceived quality and the moderating influence of product type (search vs. experience goods). Employing a 2 (message framing) × 2 (product type) between-subjects experimental design, data were collected from 381 participants and analyzed using structural path modeling. The findings reveal that message framing exerts no direct influence on green purchase intention but operates indirectly through perceived risk and perceived quality. In contrast, positive WOM demonstrates both direct and indirect positive effects on green purchase intention. Furthermore, product type significantly moderates these relationships: negative framing heightens perceived risk for experience goods, whereas positive framing enhances perceived quality for search goods. These results underscore the pivotal role of cognitive appraisals in mediating the effects of marketing communication on green purchasing intentions and advance theoretical understanding of how framing and interpersonal influence interact with product characteristics to shape sustainable consumer decision-making.

Keywords:

Message framing, Word-of-mouth, Perceived risk, Perceived quality, Green purchasing intention, Sustainability.

綠色購買的心理機制：訊息框架、口碑與產品類型的交互作用

游志青¹ | 陳進添¹ | 王朧賢¹ | 張芷寧¹ | 陳俊碩²

¹ 國立臺北大學企業管理學系

² 泰國博仁大學中國國際學院企業管理博士學位學程(通訊作者) chun-shuo.che@dpu.ac.th

摘要

在全球永續發展議題日益受到重視的背景下，各國政府與企業均致力於推動永續發展及環境責任消費。然而，儘管消費者的環保意識不斷提升，形塑「綠色購買意圖」的心理機制仍未被充分理解。本研究基於推敲可能性模型（Elaboration Likelihood Model, ELM）的觀點，探討訊息框架（正面 vs. 負面）與口碑傳播(WOM)對綠色購買意圖的影響，並重點分析知覺風險與知覺品質的中介作用，以及產品類型（搜尋品 vs. 體驗品）的調節效應。本研究採用 2（訊息框架）× 2（產品類型）的受試者間實驗設計，共收集 381 份有效樣本，並透過結構路徑模型進行分析。研究結果顯示，訊息框架對綠色購買意圖並無直接影響，而是透過知覺風險與知覺品質產生間接影響，而正面口碑則對綠色購買意圖同時展現出直接與間接的正向影響；此外，產品類型具有顯著的調節作用：對於「體驗品」，負面框架會提高知覺風險；而對於「搜尋品」，正面框架則能提升知覺品質。這些結果強調了認知評估在行銷溝通與綠色購買意圖之間的中介關鍵作用，並深化了學術界對於訊息框架、人際影響力如何與產品特性交互作用，進而形塑永續消費決策的理論理解。

關鍵字：

訊息框架、口碑、知覺風險、知覺品質、綠色購買意圖、永續性