

綠色消費知覺價值語意圖之前因與實踐之 關係

The Relationship between Antecedents and Practice of The Perceived Value Chart of Green Consumption

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摘要

本研究以消費者的觀點，透過實證研究來探討消費者對綠色消費的知覺因素與行為意圖及實踐行為間的關連，並建立關係模式。本研究以台灣18歲以上的消費者為研究對象進行調查，共回收有效問卷為560份。經由SEM的分析結果發現，除了消費者對綠色消費的知覺利益與知覺風險不會直接影響行為意圖之外，其餘路徑關係皆獲支持，包括：1.消費者對綠色消費的知覺利益會經由知覺價值而正向的影響綠色行為意圖及實踐行為；2.知覺風險會經由知覺價值顯著負向的影響綠色行為意圖及實踐行為；3.知覺控制對綠色行為意圖及實踐行為皆有顯著正向影響；4.行為意圖對實踐行為有顯著正向影響。若以影響的強度而言，則以知覺利益的影響力最強，顯現知覺利益是致使消費者實踐綠色消費行為的最重要知覺前因。

關鍵字：綠色消費、知覺因素、實踐行為

ABSTRACT

This study based on consumers' viewpoint, through empirical research to explore the relationship between consumers' green consumption perceptions, behavioral intentions, and practical behavior and then build a relationships model. This study surveyed consumer who over 18 years old in Taiwan, a total of 560 valid questionnaires were collected. The SEM analysis found that in addition to both of consumers' perceived benefits and perceived risk of green consumption does not directly affect behavioral intention, the rest of the path relations have been supported, that including: 1. through perceived value, consumers' perceived benefits of green consumption has positive influence on behavioral intentions and practical green behavior; 2. through perceived value, the perceived risk has a significant negative influence on behavioral intentions and practical green behavior; 3. perceived control showed a significant positive influence on green behavioral intentions and practical behavior; 4. behavioral intentions have a significant positive impact on practical behavior. In terms of the influence effect, the perceived benefits is the strongest, therefore, the perceived benefits is the most important antecedents that causing consumer practice green consumption behavior.

Keywords: Green consumption, Perceived antecedents, Practical behavior.