

Buying Intention on Green Restaurants – A Case of Undergraduate Students

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Abstract

This study proposes a research framework to measure undergraduate students' buying intention on green restaurants. The corporate image is as the pre-factor to word-of-mouth, and the price is as the pre-factor to perceived value, the word-of-mouth and perceived value are as the antecedents of buying intention on green restaurants. The overall model explained 65.1% variance, findings were significant effects; corporate image affects word-of-mouth, price affects perceived value and word-of-mouth and perceived value affect buying intention. The corporate image and word-of-mouth are stronger effect on buying intention.

Keyword : green restaurant; corporate image; word-of-mouth; perceived price; buying intention