

A Study on the Behavior Intention of Green Consumption and Related Factors of the University Students

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Abstract

In addition to natural disasters and civil war, human impact on environment has been far more beyond than environmental renovation capacity, such as global climate change, ozone hole and etc...Nevertheless, consumption behaviors have the most impact on environment regarding to human impact. Taiwan have experienced the natural disasters such as the earthquake on 11, September in 2000, therefore, people gradually realize the significance of environment protection. At the meantime, government is putting effort to implement environmental policies such as eco-labeling and recycling to achieve sustainable development and living safety. Moreover, as the raising of living standard and knowledge level of citizen, more and more people in their daily purchase choose green products. Their choice to do not only bring the market opportunities of green consumption, but also allow our land to grow sustainably. Following the trends of green consumption, the understanding of college students, who will be the main consumers in the future, play a key role in influencing green product development and its marketing strategy. Therefore, this study is focus on the current situation of awareness, attitudes and behavior of green consumption among college students. There is discussion about the relation of awareness, attitudes and behavior. An assessment questionnaire based on purposive sampling is designed according to the research purpose. There are in total 284 copies of valid samples which is analyzed by SPSS for descriptive statistics, then is proceed by statistical software- LISREL to analyze its model.

The result has shown that a student, who comes from an environmentally friendly family, for example, doing resource recycling, has higher awareness of green consumption as well as willingness of green consumption attitude and behavior. One, who has more understanding of green

consumption knowledge, has higher conscious of green consumption benefits and barriers. As a result, he or she has also higher intendency behavior of green consumption. Overall, the research shows that this study is capable to effectively quantify the definition of green consumption from college students. This is useful for marketing and market manager to proceed green products decision-making. The results of this research and its practical guide described as following.

Keyword : Green consumption awareness, Green consumption attitude, Green consumption behavior, Structural equation mode