

# 大學生環保價值觀對購買綠色產品之影響探討

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## 摘要

Due to the global environmental change dramatically, the issue of increasing consumer intention of eco-behaviors warrants further discussion. While practitioners make efforts to produce the eco-products, or try to encourage consumer eco-behaviors, consumers purchase intentions toward green products need to be prompted. The purpose of the research is to investigate the factors influencing consumer purchase intentions toward green products, thus, practitioners can effectively increase consumers purchase intention. The current research proposed the conceptual model that incorporated consumers' pro-environmental values and the intention of pro-environmental behaviors to analyze consumer purchase intention toward green products. The current research examined the conceptual model by sampling investigation. There were 64 undergraduate students, 37 male and 27 female, participated the investigation. The obtained results indicated that, 1. Pro-environmental values significantly influence the intention of pro-environmental behaviors 2. The intention of pro-environmental behaviors significantly influence consumer purchase intention toward green products 3. Gender has no impact on consumer purchase intention toward green products. The results were provided as references for the academic and practitioners.

**關鍵字：**pro-environmental value, pro-environmental behavior, consumer behavior, green product