

中部地區購買環保標章商品之消費者抗暖化行為模式研究

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摘要

本研究以「計畫行為理論」為基礎，結合「全球暖化行動力模式」與「集體行動理論」，發展成「集體計畫行為理論」，旨在探討民眾面臨全球暖化議題時，購買環保標章商品之抗暖化行為模式。研究對象為中部五縣市一般民眾，依母群體比例分層抽樣，共發放 960 份問卷，回收有效問卷 694 份，有效回收率為 72.3%，Cronbach's α 為 0.93。本研究成果如下：受訪者中常購買環保標章商品者之「購買環保標章商品消費者之抗暖化行為模式」，經統計分析驗證，整體適配度良好。由模式得知，認知顯著影響態度，態度顯著影響參與願付代價及集體利益。態度、參與願付代價及集體利益顯著且正向的影響行為意向；行為意向顯著且正向的影響行為；行為也顯著且正向的影響行動。抗暖化行為模式中加入「理性態度」等變項後，將有助於抗暖化行為模式對行為意向、行為及行動之解釋力之提升，分別由 42%、62%、75%，提升至 60%、64%、79%。在抗暖化行為模式中，以「情感態度」對「行為意向」的直接影響最大，其次是「集體利益」，再者是「參與願付代價」。「態度」對「行為意向」的總效果值及直接效果值分別為 0.65 及 0.36，顯示民眾購買環保標章商品的行為同時受到「情感態度」及「理性態度」的影響。常購買環保標章商品之受測者在抗暖化行為模式上，相較於不常購買者有較高的認知、較積極的態度、行為與行動，亦較願意付出代價與承受人際關係的衝突來購買抗暖化商品，且其情感態度對行為意向產生較大的影響。

關鍵字：計畫行為理論、情感態度、理性態度、集體行動理論、環保標章商
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更能進而誘發行為與行動的產生。因此建議政府單位可以透過教育、傳播媒體等方式，強化民眾對暖化的認知與培養民眾對減緩暖化之態度。政府相關單位也可以設法強化抗暖化之集體意識、集體行動力與公共利益，並合理化參與抗暖化之代價及提高參與抗暖化之附加價值的論述說明或配套措施，以提升抗暖化之理性態度，達到全民抗暖化之目的。本研究建議政府可採多元性的策略，如：民眾購買節能商品之補助及旅宿自備用具兌換綠硬幣等政策，以增加抗暖化之附加價值，也可有效提升民眾參與抗暖化之意願。

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The Behavior Model Study of Consumers Purchasing Green Mark Certified Products to Fight against Global Warming in Central Taiwan

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Abstract

This study develops the framework of the “Collective Theory of Planned Behavior” based on the “Theory of Planned Behavior”, “Global Warming Activism” and the “Theory of Collective Action.” The objective of the study was to explore people’s behavioral patterns of purchasing green products in responding to global warming issues. The research subjects were stratified sampled from the population of five counties and cities in central Taiwan. A total of 960 questionnaires were distributed and 694 valid copies were collected, with a return rate of 72.3%. The internal consistency for the questionnaire has the Cronbach’s α value of 0.925. Statistical analyses indicated that the consumer behavioral model of purchasing green products in order to fight against global warming shows a well fit. The model suggests that cognition has a significant effect on attitude; attitude remarkably affects selective costs and collective interest. Attitude, selective willingness-to-pay and collective interest positively and significantly affect behavioral intention. Behavioral intention has a positive and remarkable effect on behavior, while behavior positively and significantly affects action. In this study, when adding the variables of ‘rational attitude’ to the consumer behavior model which enhanced the explanatory power (R^2) of the model, the correlation of

behavioral intention, behavior and action increased from 42%, 62%, and 75% to 60%, 64%, 79%, respectively. In the model, the most influential factor that affects behavioral intention directly is affective attitude, followed by collective interest and selective willingness-to-pay. The total effect and direct effect of attitude on behavioral intention are 0.65 and 0.36 respectively. It is shown that the behavior of the public who often buy green products will be influenced by the affective attitude and rational attitude. Furthermore, people who often buy green products have higher awareness, positive attitude, behavior and action, and are more willing to pay the price and bear interpersonal conflicts. Compared to those who rarely purchase green products, the affective attitude of these people has significant effect on their behavioral intention.

Keywords: Theory of Planned Behavior, affective attitude, rational attitude, Theory of Collective Action, green mark certified products

