URN etd-0407109-183714-1106
Author Shu-Chun Chen
Author's Email Address No Public.
Statistics This thesis had been viewed 41 times. Download 365 times.
Department
Year 2006
Semester 2
Degree Master
Type of Document Master's Thesis
Language zh-TW.Big5 Chinese
Title The Impacts of Situational Factors on Purchase Intention of Green Products
Date of Defense 0000-00-00
Page Count 157
Keyword
Environmental Product
Green Product
Green Marketing
Situational Factors
Purchase-Decision Involvement
Mediating Effects

Abstract
Not many consumers would like to purchase environmental products even if they had become aware of the environment being damaged. It was found in the former researches related to the environmental products that most of the researchers had measured the purchasing of environmental products with the environmental attitude and environmental knowledge which had little impact on the actual purchasing of the consumers even with inconsistent; one of the causes was the high price of the environmental products.
According to the literatures, the situational factors could reduce effectively the consumers' awareness of the product price; while the high involvement with the purchase decision could push the consumers' inclination toward some product characteristics and further reduce their sensitivity on price. Therefore, based on the Conceptualizing Involvement of Zaichkowsky (1986), this research included both the situational factors and the individual purchase motivation as the other antecedent variant for the purchase decision involvement. Two environmental products—bowl detergent and refrigerator—are chosen to discuss the factors that influenced the willingness to purchase environmental products.
The findings of this research were as follow:
1. The purchase motivation might have different purchase intention on different environmental products;
2. The situational factors had significant impact on purchase intention, especially on communication situation and information situation;
3. Both purchase motivations and situational factors had an influence on the consumers' purchase-decision involvement;
4. Through the purchase-decision involvement, the purchase motivations and situational factors did increase the consumers' intention to purchase environmental products;
5. All of the sex, age, average monthly income of family, purchase-decision involvement and environmental involvement might have an influence on the consumers' willingness to purchase environmental products, which might differ due to

the different categories of the products.
Advisory Committee Mei-chin chu - advisor

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Date of Submission 2007-07-02