

影響綠色商品再購意願之因素探討-以環境態度為干擾變數及再生碳粉匣為例

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摘要

過去探討影響再購意願之因素研究甚多，但未提出一個較完整之架構，因此本研究主要以探討影響綠色商品再購意願之因素將自我形象一致性、功能一致性、社會影響為前因變數，滿意度為中介變數，環境態度為干擾變數。本研究以購買及使用過再生碳粉匣之消費者為施測對象，正式問卷在高雄、台中、台北地區之印表機耗材賣場共發放280份，最後共回收280份問卷，剔除無效問卷之後共獲有效問卷共200份，以迴歸分析驗證各研究假說，結論分述如下：(1)顧客對於綠色商品所認知的滿意度對於綠色商品再購意願具有正向的影響。(2)自我形象一致性對於滿意度具有正向的影響。(3)自我形象一致性會透過滿意度對綠色商品再購意願產生影響，並具有部份中介效果。(4)功能一致性對於滿意度具有正向的影響。(5)功能一致性會透過滿意度對綠色商品再購意願產生影響，並具有部份中介效果。(6)社會影響對於滿意度具有正向的影響。(7)社會影響會透過滿意度對綠色商品再購意願產生影響，並具有部份中介效果。(8)環境態度干擾自我形象一致性、功能一致性、社會影響對滿意度均未達顯著影響。(9)環境態度干擾滿意度對綠色商品再購意願未達顯著影響。根據上述研究結果，本研究將提出具體建議提供業者參考。

關鍵字：自我形象一致性、功能一致性、社會影響、滿意度、再購意願、環境態度

Factors Influencing Green Products Repurchase Intention and the Moderator of Environmental Attitudes – A study of Remanufacturing Toner Cartridges

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ABSTRACT

In the past, there were lots of studies investigating the impact of repurchase intention. However a robust framework has still remained to be constructed. This study aims at investigating the factors affecting repurchase intention for green products. It is assumed that self-image congruity, functional congruity, and social influence are potential independent variables while customer satisfaction is the mediating variable and attitude toward environment is a moderator. In order collect opinions from customers having experience with purchasing and usage of remanufactured toner cartridges, 280 questionnaires were distributed in the printer supplies stores around Kaohsiung, Taichung and Taipei areas. A total of 200 valid questionnaires were collected and used to examine research hypotheses. The results of regression analysis are concluded as follows: (1) Satisfaction perceived by the customers has a positive impact on repurchase intention for green products. (2) Self-image congruity has a positive influence on satisfaction. (3) Self-image congruity affects repurchase intention by satisfaction with partial mediating effect. (4) Functional congruity has a positive influence on satisfaction. (5) Functional congruity affects repurchase intention by satisfaction with partial mediating effect. (6) Social influence has a positive influence on satisfaction. (7) Social influence affects repurchase intention by satisfaction with partial mediating effect. (8) Environmental attitude does not show significant moderating effect for self-image congruity, functional congruity, and social influence on satisfaction. (9) Environmental attitudes does not show significant moderating effect for satisfaction on repurchase intentions of green products. Recommendations are made for green product industry based on the above findings.

Keywords: Self-image congruity, Functional congruity, Social influences, Satisfaction, Repurchase intention, Environmental attitudes

第一章 緒論

本章共分為三節，第一節說明研究背景與動機；第二節依據研究背景與動機提出研究目的；第三節建立研究流程。

第一節 研究背景與動機

近年來國人之環保意識提升，Nimse et al.(2007)對綠色產品的定義為該產品涵蓋了回收材料、減低廢棄、水資源及能源的節省、減少包裝材的使用、降低有毒物質排放等。本研究選擇以再生碳粉匣產品為例，原因如下：近年來隨著雷射印表機的價格快速降價，且產品功能設計朝向彩色化、輕量化、智慧化、雲端化與行動化，使得以往雷射印表機的主要消費市場以企業用戶及公家機關、學校為主，現在黑白(Mono)雷射印表機低於三千元的價格就可買到，其用戶已普及到一般消費市場。根據資訊科技市調機構IDC (國際數據資訊有限公司)之2010/Q1 and 2011/Q1市場分析調查報告指出，2010年台灣地區雷射印表機出貨量約為138,548台，碳粉匣出貨量約為2,333,971支及比較2009年碳粉匣出貨量為1,587,358支，數量成長了47%，其中原廠(Originals)碳粉匣與相容性(Compatibles)碳粉匣之加總出貨量為1,796,017支及77%市佔率及比較2009年之出貨量為1,517,213支，數量成長了18%。換言之，此數據意味著每年在台灣可回收之再生碳粉匣(Remanufacture)超過一百五十萬支，初估再生碳粉匣產品市場在台灣每年的胃納量金額可達三十七億元以上。由於市場規模大及國人之環保意識提升，代表商機存在。因此，值得來探討再生碳粉匣的消費者行為及內心想法，以及增進消費者之使用再生綠色商品之意願。

Thomas (1995) 指出消費者再購意願的重要性，至少可以從成本的角度加以

說明，指出開創新顧客的成本，是維繫即有顧客成本的五倍。因此，瞭解與掌握消費者之再購意願，對於企業獲利預測，其價值可能是遠高於服務品質或滿意度的衡量本身(蔡士傑，2004)。本研究對綠色商品再購意願的定義為：消費者對再生材質、省能源、低污染、可回收的商品的再次消費傾向。

先前的研究對台灣地區再生碳粉匣綠色商品之研究調查相當稀少，先前研究只發現郭哲瑜(2006)之研究以認知價格、認知品質對再購意願之關聯影響，其研究指出再生碳粉匣的價格與品質在消費者行為上扮演重要的角色，顧客是否願意再次購買使用端視對認知的價格與品質變數的影響。然而此研究欠缺考量到其它重要變數，如：自我形象一致性及功能一致性及社會影響，且未探討中介因素如：滿意度，及干擾因素，如：環境態度，進而衍生出本研究的價值。

本研究以滿意度為中介變數，Hempel (1977)証實顧客滿意度決定於顧客所預期的產品或服務之實現程度，它反應出預期和實際結果一致的程度。Mittal and Kamakura (2001)透過實證研究發現消費者有不同的滿意門檻(Satisfaction thresholds)或忍受度，對再購意願或行為，完全受滿意度影響。顧客有同樣的滿意度，可能因為不同的消費特質或其他因素所造成消費者有不同程度再購買行為產生。Westbrook (1981)發現滿意度通常被視為購後行為之中介變數，連結事前選擇之產品信念到事後選擇之認知架構、顧客溝通、及再次購買意願。如劉春初、鄧瑜旻、王澤宇(2009)証實品牌形象先影響顧客滿意度對再購意願呈正向顯著影響，以及許淑梅(2008)的研究結果顯示賣場經營之服務實務最為影響顧客整體滿意度，使顧客具有滿意的交易經驗更是維繫長期關係及再購意願的主要因素，但是其前因變數之導入不完整，即未考慮到消費者的形象一致性及功能一致性及社會影響等重要變數。

Sirgy (1982)提出自我形象一致性的理論(Self-image congruity theory)，認為當產品的形象與消費者的自我形象越一致時，購買意願的可能性就會隨之增高。自我形象一致性指的是自我概念與產品/地點/人的形象一致性程度。Yim (2007) 及

Chon and Olsen (1991)等學者發現當顧客對特定品牌、服務或組織的自我形象一致性越高的時候，則消費者對其滿意度就會越高，而滿意度又會影響再購意願(如許淑梅，2008)。因此，自我形象一致性可能會透過顧客滿意度對於綠色商品再購意願產生影響。

Sirgy (1991)指出功能一致性是傾向於對具體功能面的表現與知覺感受，衡量的標準則是以消費者心中理想的產品/商店或是競爭對手的產品/商店。Sirgy and Su (2000)再提出功能的一致性，則是基於消費者對於產品的功能層面所直覺到的價值差異，產品的功能屬性和消費者所期待的相符程度即是功能一致性，而消費者對於產品功能的期待會來自參考其它的類似產品。Chon and Olsen (1991)與丁基意(2007)均發現功能一致性會影響滿意度，而滿意度又會影響再購意願(如許淑梅，2008)。因此，功能一致性可能會透過顧客滿意度對於綠色商品再購意願產生影響。

侯玉波、游恆山(2003)指出社會影響(Social Influences)為團體或個人以外在的社會力量因素，對個體的態度或行為所造成的影響。Venkatesh (2003)研究指出社會影響係指「個人知覺重要他人認為他是否應該使用該科技之程度」，簡單來說，個人對於資訊科技之接受或使用，多少受到其他重要參考人的影響，舉例來說，使用者可能為成就他人的期待，而接受並開始使用該系統。張月美(2008)、林癸杏(2010)均發現「社會影響」會導致「使用意圖」的增加。而社會影響是否會透過滿意度進而影響再購意願，值得探討。

綜合上述，本研究探討影響綠色商品再購意願的因素，包括自我形象一致性、功能一致性、社會影響，並以滿意度為中介變數，形成一個整合性的研究模型並應用到綠色商品消費者行為的領域。

進一步地，本研究以環境態度為干擾變數。Cohen (1973)指出環境態度是個人對於環境的關懷程度；雖然各研究學者對於環境態度的定義不盡相同，但總是強調著人類對於環境事物所表現出來的心理反應，有時是正面的，也有是負面

的，有時還會影響到其行為。李思屏(2000)從研究結果發現，遊客對生態旅遊之態度是可以預測遊客在旅遊時或是旅遊後的表現行為，環境態度越正面的遊客，旅遊後越容易對環境議題敏感與願意參與相關保育行動。甚至，鄭雅筠(2007)研究結果顯示遊客在環境髒亂的情境下，環境態度越高的遊客亂丟垃圾行為意向越低，破壞行為越不容易發生。此外，Hartmann and Apaolaza-Ibáñez (2008) 亦證實環境態度會正向干擾綠色效益對綠色商品態度的影響。以及林怡萱(2011)研究証實消費者對於環保關心程度會干擾企業推行綠色行銷與企業形象的影響。綜合上述，本研究認為在高的環境態度下，由於消費者較在意環境議題，因此消費者會收集較多公司及產品是否有盡到環境保護之責的相關訊息，如形象一致性、功能一致性及社會影響等，因此若是知覺到某公司在上述構念有較佳表現，其滿意度亦可能較高。此外，高的環境態度水準之顧客其若能知覺到較佳的滿意度，對再生碳粉匣再購意願也會較高，值得探討。綜合研究結果，本研究將據以提出有用的建議給再生碳粉匣業者。



第二節 研究目的

本研究試圖以自我形象一致性及功能一致性以及社會影響來探討顧客的滿意度進而影響綠色商品再購意願，並將環境態度納入作為自我形象一致性及功能一致性及社會影響對滿意度的干擾變數以及滿意度對綠色商品再購意願的干擾變數。具體而言，本研究的目的如下：

1. 探討顧客的滿意度對綠色商品再購意願之影響。
2. 探討顧客對綠色商品所認知的自我形象一致性對滿意度之影響。
3. 探討顧客對綠色商品所認知的功能一致性對滿意度之影響。
4. 探討社會影響對滿意度之影響。
5. 探討環境態度是否調節上述關係。
6. 探討滿意度的中介效果。



第三節 研究流程

在研究與動機的激發下，確定了本研究的目的、研究範圍與研究對象接著蒐集、探討相關的文獻後，建立研究架構。本研究流程如圖 1-1 所示，分述準備階段、實施階段、完成階段如下：



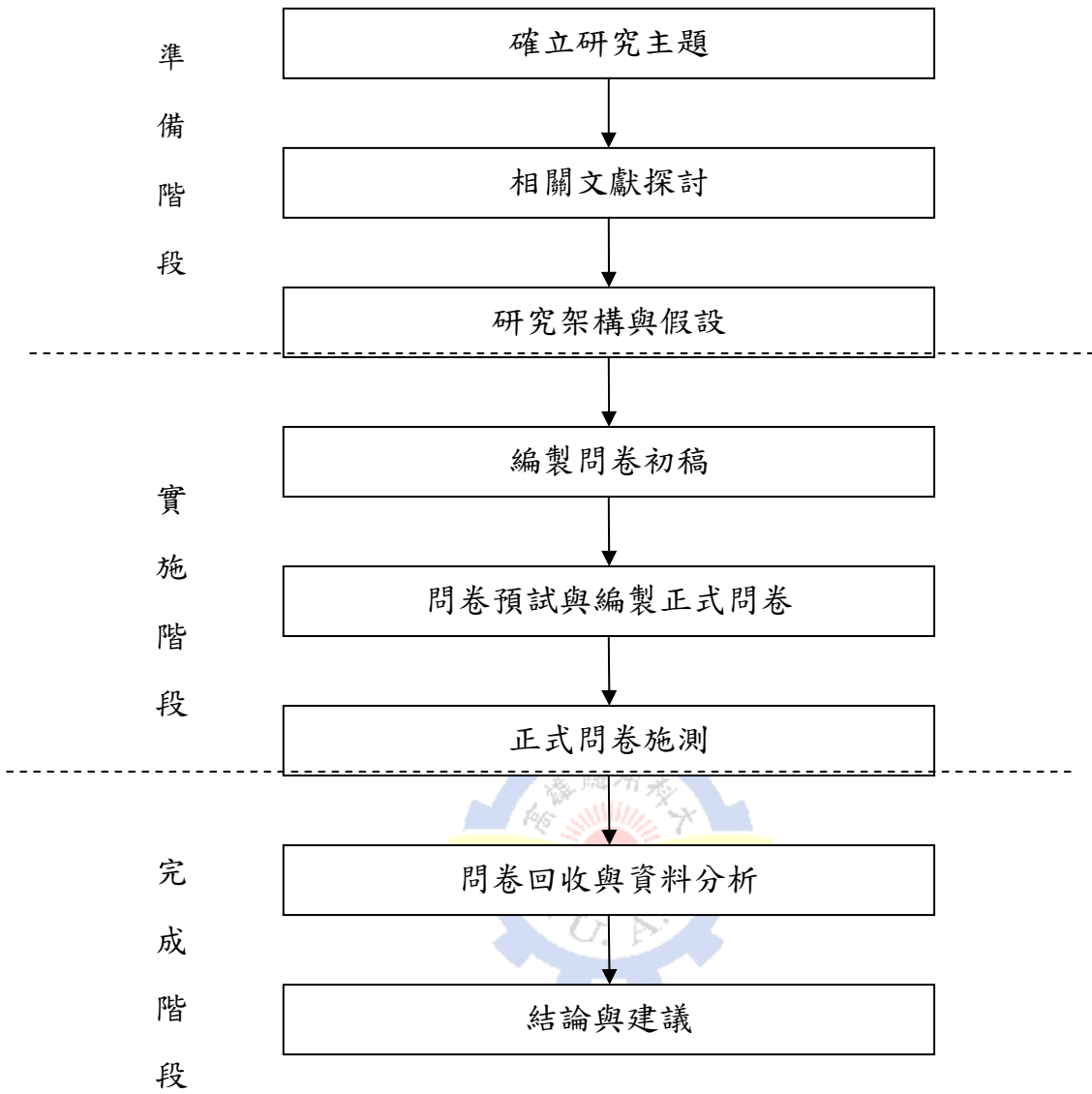


圖 1-1 本研究流程圖

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