A Study on the Knowledge, Attitude and Behavior of Green Consumption of Residents in Changhua County-Taking Tianzhong and Erhshui Towns as Examples

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Abstract

The main purpose of the study is to understand the green consumption knowledge, attitudes, and behaviors of residents in Tianzhong and Erhshui towns. In addition, the study discusses the influence on the knowledge, attitudes, and behaviors of green consumption of residents among the different background varieties. The residents who live in the urban area Changhua County showed positive green consumption knowledge, attitudes, and behavior, and there are significant positive one-way ANOVA, Pearson’s product-moment correlation, and regression analysis. The result of this study showed the residents in Changhua County showed positive green consumption knowledge, attitudes, and behavior, and there are significant positive differences in the knowledge, attitudes, and behavior of green consumption. Moreover, the residents who live in the urban area (Tianzhong) are much more aware of the knowledge in green consumption than those in the rural area (Erhshui). The relationships among the knowledge, attitudes, and behaviors of green consumption are related to the significance of factors such as "living areas," "age," "sex," "education," "monthly income," "profession," and "environmental protection experience." Finally, significant differences in the behaviors of green consumption, which are "monthly income," "level of education," and "vocation," and "environmental protection experience." There are significant differences in the attitudes of green consumption, which are "monthly income," "level of education," "vocation," and "environmental protection experience." The price is the dominant factor influencing consumers. Suggestions are proposed for carrying out green consumption and future research in this area based on the results of this study.

Keywords: green consumption, knowledge, attitude, behavior, urban-rural residents, Changhua County, Tianzhong, Erhshui, ANOVA, Pearson’s correlation, regression analysis

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