

Strategic study on green marketing using taiwanese college students as the target group

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ABSTRACT

In this study, Analytical Hierarchy Process (AHP), established for university students, the degree of green marketing priority assessment criteria, hierarchical structure, and groups of experts and scholars through the evaluation criteria and selection methods to obtain relative weight value between products, for four kind product (3C / appliances, travel / play, fashion clothing, necessities) for university students in Taiwan Priority of green marketing. And also a general questionnaire for college students, mainly college students on the degree of environmental concerns, and purchase products on the product, price, sales channel, situational factors influence the consumer purchase decision. And to demographic variables, more students taking a step forward to understand the environmental concerns was part and purchase of properties In the green consumer products are willing to pay more for the amount of ratio, in the 3C / home appliances, travel / play, clothing fashion and everyday items like majority (35%) have access to green products than the average 6% of your product 10%, indicating the gradual acceptance of green products a long time college students than the general price of products, but also about the 5% 25% acceptance, so the price development on green products can be priced higher than the conservative estimate of about 10% of products (about 60% will) may be an acceptable price for college students. Also in support of green consumer products, the most modern college students or adopt conditional support, product performance, brand, price and so similar conditions will support green products, green products compared to the ratio of the unconditional support of about 20% higher. Research findings show that decision-making group of experts that 3C / appliance weight value of 0.384; play / tourism value of the weight of 0.125; clothing fashion the weight value of 0.264; daily necessities, the weight value of 0.226. In the 4-phase selection factors, the importance of its order weights for the design of shape (0.321), the economic price (0.285), the value of experience (0.204), functional specifications (0.193). In the 12 selection criteria in Zeyi beauty and appearance products (0.157), cost effectiveness (CP values) (0.124) and the popularity of fashion products (0.119) was voted the important weighting factor. Sensitivity in the analysis of assessment criteria to increase or decrease the weight value of 20% of cases, had no significant impact on the evaluation items, show the four evaluation factors in the implementation of this when judging high stable, and the strength to change decision-making low impact. As students of society for 3C / home appliances (especially almost have one of the various types of digital products) and highly dependent on and familiar with all relevant information for the spread are very good grasp of expert decision may be the result that the project 3C / home appliances (weight value of 0.384) to be the first to promote green marketing projects; and followed by the clothing fashion (weight value of 0.264) products have relatively high weights, in general, product price be the price of the product, which is modern Students on the taste, beauty, also have their own unique concept of perception and consumption trends consistent with each other; and household items category (weight value of 0.226) is relatively low priced products in the environment can easily do is fall under the convenience Companies can continue to promote products.

Keywords : Analytical Hierarchy Process、green marketing、green consumption

Table of Contents

封面內頁 簽名頁 授權書iii 中文摘要iv 英文摘要vi 誌謝viii 目錄ix 圖目錄xi 表目錄xii 第一章 緒論1 1.1 研究動機1 1.2 研究目的2 第二章 文獻回顧3 2.1 綠色消費概念探討3 2.1.1 綠色消費定義3 2.1.2 綠色消費原則5 2.2 綠色消費者8 2.2.1 綠色消費者類型8 2.3 消費者行為概念探討14 2.3.1 消費者行為定義14 2.3.2 影響綠色消費行為之因子18 2.4 綠色行銷概念探討24 2.4.1 綠色行銷定義24 2.4.2 綠色行銷之型式31 2.5 AHP 發展研革38 2.5.1 AHP發展38 2.5.2 AHP建立程序43 第三章 研究方法52 3.1 研究架構52 3.2 研究流程介紹52 3.3 問卷設計55 3.3.1 研究樣本選擇55 3.3.2 問卷設計與發放55 3.3.3 問卷架構55 3.4 資料分析方法66 3.5 AHP行銷策略問卷67 3.5.1 AHP評估架構67 第四章 問卷分析結果討論78 4.1 一般問卷78 4.1.1 一般問卷統計分析結果87 4.1.2 變異數分析 (ANOVA) 106 4-2 AHP專家問卷113 4.2.1 評比專家問卷權重結果113 4.2.2 評選因素權重115 4.2.3 評選準則權重117 4.2.4 評選項目權重評選122 4.2.5 評選項目之選擇122 4.2.6 一致性檢定127 第五章 結論與建議128 5.1 結論128 5.2 建議133 參考文獻134 附錄一140 附錄二147

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