

A Study of the Relationships of Voluntary Simplicity Consumption and Green Consumption Behavior

阮素娥、沈介文；高立箴

E-mail: 9315903@mail.dyu.edu.tw

ABSTRACT

Facing the raising of environmental conscious, people have already started understanding how oneself activity impact to the earth. The appearance of voluntary simplicity shows the transition of consumers. We will futher discuss whether this awareness of consumer 's conscious down to daily consumer behavior could relate to the green consumption to maintain th balance and sustainability of the environment. This study surveys the posible consumers of BodyShop and adopts factor analysis, canonical correlation analysis, cluster analysis and variance analysis to exam the relationships of the constructs, voluntary simplicity consumption and green consumption. This study also discusses the difference among clusters of voluntary simplicity consumption and green consumption by demography. (1)There is positive correlation relationship of voluntary simplicity consumption and green consumption. (2)There are three clusters of voluntary simplicity consumption--high voluntary simplicity consumption, middle voluntary simplicity consumption and low voluntary simplicity consumption. (3)There are four clusters of green consumption --loyalty green consumption, scattered green consumption, barely enough green consumption and selective green consumption.

Keywords : voluntary simplicity ; voluntary simplicity consumption ; green consumption

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