

Green Products of Country of Origin and Brand Images Affect to Green Consumption Behavior

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ABSTRACT

Country of origin, brand images of green products and green consumption behavior of consumers were studied in this study, moreover, the Likert 7-point scale was used and samples were collected from northern, central and southern Taiwan who have used THE BODY SHOP and L'OCCITANE green cosmetics (body, facial or hand care products), the sample response is 238, valid sample is 221, the rate of sample response is 92.8%, I collected those of samples from samples clicking electronic survey and randomly investigating on the streets, the SPSS was used to analyze the samples as well.

Evidence from empirical result indicates the level of economic and technological development of green product 's country of origin have positive relation to green consumption behavior, political development of country of origin has no significant effect to green consumption behavior, function and experience of green product has positively effect to green consumption behavior and symbolic of green product has no significant effect to green consumption behavior.

Keywords : country of origin、 brand images、 green consumption behavior

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