

消費者對綠色環保餐廳之認知與綠色生活型態對消費意願影響之研究

徐子光, 胡慧婷

國際企業學系

管理學院

hsutk@chu.edu.tw

摘要

Consumer awareness of environmental protection has improved, the government related to environmental protection laws and the global diffuse reflection and concern for the environment. Competition in the restaurant industry in Taiwan is quite intense, with environments and health knowledge to enhance their competitiveness.

The aim of this study is to investigate customers' purchase intentions of green restaurants and the factors that influence it. Research questionnaire was applied to test four hypotheses that reflected the research question. Descriptive statistics, Descriptives, Linear Regression were performed with SPSS and LISREL to analyze the data.

The results of this study indicated that:

(1) The consumers' perceptions of green restaurants have positive impacts on the purchase intention of green restaurants. The attitudes toward the green energy and the green food have direct influences on the purchase intention of green restaurants.

(2) The consumers' green lifestyle have positive impacts on the purchase intention of green restaurants.

關鍵字：green restaurant, green lifestyle, purchase intention.