

A Study on Constructing Green Consumption Behavior System by DEMATEL
Method

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Abstract

As the green demands have continuously increased , to understand the antecedents of consumer' s acceptance intention towards green products will be helpful for drawing up green marketing strategies. However, the relevant studies discussing green consumption behavior (GCB) are lack. Thus, the aim of this study is to build a GCB system by integrating the Behavior Theory, Innovation Diffusion Theory, Transaction Cost Theory, and environmental consciousness. DEMTEL method is adopted to clarify the interrelationship between the antecedents from different theories. Solar industry in Taiwan is chosen and seven experts were interviewed. All the results will be expected to give as the reference for green marketing.

Keyword : green consumption behavior, Behavior Theory, Innovation Diffusion Theory, Transactional Cost Theory, environmental consciousness, Decision-Making Trial and Evaluation Laboratory (DEMATEL)