A STUDY ON THE RELATIONSHIP AMIDST HEALTH CONSCIOUSNESS, ECOLOGICAL AFFECT, AND PURCHASE INTENTION OF GREEN PRODUCTION

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Abstract

With the popularization of knowledge, the consciousness of health and environmental protection concept are increasingly valued by the consumers. And green consumption is widely discussed in recent years. The purpose of this study is to understand the causal relationship among the college students on health consciousness, ecological affect with green production purchase, and the intermediary effect of ecological affect under the health consciousness and purchase intention. This study used the purposive sampling method to select the related students on seven colleges in Taiwan region. A total of 597 valid questionnaires were collected, and the study processed through structural equation modeling by reviewing the related theories from literatures. The study showed the overall fit is good among the relationship model of health consciousness, ecological affect, and purchase intention. Both the health consciousness and ecological affect indicated a significant positive effect on consumers’ purchase intention. And health consciousness will be a significant positive effect on ecological affect. Ecological affect plays an intermediary role between health consciousness and purchase intention.

Keywords: Health Consciousness, Ecological Affect, Green Production, Purchase Intention