

消费者绿色态度影响因素研究分析——基于因果链框架

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摘 要

近年来, 绿色营销领域作为学术研究中的热门话题, 其中消费者绿色态度对于绿色购买行为有着至关重要的作用, 但目前对于影响绿色态度的因素缺少系统性的分析。基于此, 为了了解绿色态度的最新研究趋势, 本文筛选了21篇从2020年至2022年2月有关绿色态度的文献。以因果链框架为基础, 对前因变量、中介变量、调节变量和结果变量四个类别进行总结, 深入分析绿色态度如何影响消费者的绿色购买行为。最后, 本文指出了现有文献的研究空白, 并且提供了建议, 旨在为今后的研究提供一些借鉴。

关键词

绿色营销, 绿色态度, 因果链框架, 文献综述

Research and Analysis of Influencing Factors of Consumers' Green Attitude—Based on the Causal-Chain Framework

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Abstract

In recent years, green marketing has become a hot topic in academic research. Among them, consumers' green attitude plays a crucial role in green purchasing behavior. However, there is a lack of systematic analysis on factors affecting green attitude. To address this gap, this paper selects 21 articles concerning green attitude from 2020 to February 2022 to understand the latest research

trends of green attitude. Based on the causal chain framework, four categories including antecedent variables, mediating variables, moderating variables and outcome variables are summarized to analyze how green attitudes affect consumers' green behaviors. Finally, this paper points out the research limitations in the existing literature and provides some suggestions for future research.

Keywords

Green Marketing, Green Attitude, Causal-Chain Framework, Literature Review

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1. 引言

目前, 由于环境恶化日益严重, 消费者的生态敏感性急剧提高[1], 并且环保意识有所增强, 绿色产品或服务得到了消费者的青睐, 消费者开始更多的选择使用绿色产品或服务[2], 绿色商品或服务的使用逐渐成为新趋势[3]。众多研究表明, 消费者的绿色态度是影响绿色购买行为的重要因子[2]。因此, 通过衡量消费者对绿色产品或服务持有的隐性倾向或偏爱的程度, 便于进一步探究其绿色购买行为的特征[4]。近年来, 学者们围绕关键变量绿色态度, 得出许多影响绿色态度的变量。但现有文献对于绿色态度的影响因素, 缺乏系统性归类与分析。由此, 本文筛选了符合条件的绿色态度相关的既有研究, 以因果链框架为基础, 以前因变量、中介变量、调节变量和结果变量四种类别进行梳理分类。本研究通过因果链框架, 对所采纳的文献作系统性归纳, 以期对该领域今后研究的纵深发展助益。本文力图对 2020 年 1 月至 2022 年 2 月间 21 篇绿色态度相关文献进行分析: 第二部分介绍了所选取文献的来源及特征, 第三部分对绿色态度的相关变量进行分类, 第四部分探讨了所综述文献存在的局限性, 并提出几点建议。

2. 文献概况

2.1. 文献来源

为了系统分析绿色相关的商品或服务, 研究绿色态度如何影响购买行为。本文对 Web of Science 数据库进行广泛的文献检索, 将已发表于 Web of Science 核心合集上的论文作为主要研究对象。由于近年来绿色态度作为焦点研究变量之一, 为了了解最新的研究趋势, 因此本文选取 2020 年至 2022 年 2 月的文章。如表 1 所示, 首先根据本文研究主旨, 将绿色态度(green attitude)作为关键词, 共有 158 篇文献符合条件。其次, 为了了解绿色态度在不同理论模型中所起到的作用, 在删除重复或不符合主题的文章后, 将理论(theory)作为关键词进行二次筛选。最终, 共选取 21 篇文章进行研究分析。

Table 1. Inclusion and exclusion criteria for studies

表 1. 关于文献的纳入和排除标准

| 纳入标准 | 排除标准 |
|-------------------------|-------------------------|
| 应使用理论模型且包含绿色态度 | 无使用理论模型或模型中不包含绿色态度 |
| 应是期刊 | 会议和文献综述 |
| 应是用英文撰写的文献 | 文献撰写语言为非英文 |
| 应在 2020 至 2022 年 2 月间出版 | 非在 2020 至 2022 年 2 月间出版 |

2.2. 文献分布情况

2.2.1. 出版期刊分类

如表 2 所示, 在所综述的 21 篇文献中, 共 10 篇于 2020 年发表, 剩余 11 篇均发表于 2021 年。由于所采纳时间截止至 2022 年 2 月, 因此 2022 年有关绿色态度的文献暂时空缺。在已发表关于绿色态度文章的期刊中, 表 3 统计发现, 《Sustainability》发表的相关文献数量最多(共 7 篇, 占总篇数的 33.3%), 《Journal of Cleaner Production》位列发表数目第二(共 3 篇, 占总篇数的 14.3%)。其次,《International Journal of Environmental Research And Public Health》在发表相关文章为 2 篇。除此之外, 共有九个期刊各发表相关绿色态度的文献 1 篇。

Table 2. The distribution of literature with green attitude published from 2020 to February 2022

表 2. 2020 年至 2022 年 2 月已发表的绿色态度的文献分布

| 发表年份 | 发表数量 |
|------|------|
| 2020 | 10 |
| 2021 | 11 |
| 2022 | 0 |

Table 3. The amount of publications related to green attitude in each journal from 2020 to February 2022

表 3. 2020 年至 2022 年 2 月各期刊发表绿色态度相关文献数量

| 期刊名称 | 发表数量 |
|---|------|
| Sustainability | 8 |
| Journal of Cleaner Production | 2 |
| International Journal of Environmental Research And Public Health | 2 |
| International Journal of Sports Marketing and Sponsorship | 1 |
| Journal of China Tourism Research | 1 |
| Applied Sciences | 1 |
| Journal of Environmental Planning and Management | 1 |
| Environment, Development and Sustainability | 1 |
| International Journal of Hospitality Management | 1 |
| International Journal of Tourism Cities | 1 |
| Management of Environmental Quality: An International Journal | 1 |
| Social Sciences | 1 |

2.2.2. 理论模型分布

关于绿色态度的相关研究所使用的模型理论类型丰富, 但大多聚焦于计划行为理论(Theory of Planned Behavior)。根据表 4 统计结果, 近三年来共有 13 种模型理论作为相关研究的理论基础。其中, 计划行为理论(Theory of Planned Behavior)所使用的频率最高, 共 14 位文章作者通过对此理论进行拓展, 研究绿色态度对使用绿色相关商品或服务的影响。另外, 理性行为理论(Theory of Reasoned Action)也是绿色态度相关研究所使用的主要理论模型之一。除此之外, 余下的 11 种理论模型均被使用了一次。与此同时, 在所综述的文献中, 共 4 篇研究将不同理论模型进行结合。例如有的学者因为绿色购买的理论有限, 整合信号理论(Signaling Theory)和态度行为情境理论(Attitude-Behavior-Context Theory)来解释使用绿色产品或服务的行为现象[5]。同时也有学者为了同时考察生产者环境绩效对消费者-零售商关系质量和和消

费者购买行为的影响[6], 将感知企业社会责任理论(Theory of Perceived Corporate Social Responsibility)和零售商-消费者关系质量理论(Theory of Retailer-Consumer Relationship Quality)相结合。

Table 4. List of models and theories that have published studies on green attitude from 2020 to February 2022
表 4. 2020 年至 2022 年 2 月已发表的绿色态度研究的理论模型列表

| 理论名称 | 文献来源 |
|---|---|
| Theory of Planned Behavior | [2] [9] [21] [26] [31] [46] [47] [48] [49] [50] [51] [52] [53] [54] |
| Gender Schema Theory | [55] |
| Theory of Values-Belief-Norm | [55] |
| Organismic Integration Theory | [55] |
| Theory of Reasoned Action | [40] [56] |
| Social Learning Theory | [57] |
| Enrichment Model | [57] |
| Spillover Model | [57] |
| Border Theory | [57] |
| Theory of Perceived Corporate Social Responsibility | [6] |
| Theory of Retailer-Consumer Relationship Quality | [6] |
| Signaling Theory | [5] |
| Attitude-Behavior-Context Theory | [5] |
| Stimulus-Organism-Response Theory | [4] |

3. 文献分析框架

3.1. 因果链框架基本介绍

为深入研究绿色态度如何影响绿色产品或服务的使用, 本研究先通过整理文献中与绿色态度相关的变量, 再应用 Abdelsalam [7]提出的因果链框架, 将与绿色态度的相关变量分为前因变量、调节变量、中介变量和结果变量四个类别。前因变量作为一个起因, 是因果链的输入端。调节变量影响着变量间关系的强弱和方向。中介变量描述着前因变量和结果变量间的关系。结果变量则为因果链的输出端, 代表着由前因、中介和调节变量所引起的预期结果行为。本文通过整合所选文献中与绿色态度相关的各个变量, 将定义相似但名称不同的变量进行合并, 如参与意愿(Intention to Engage)与绿色购买意愿(Green Purchase Intention)等。最终, 共 56 个相关变量纳入因果链框架。下文为本研究通过图 1 因果链框架, 对绿色态度有相关变量进行分类后的系统性分析。

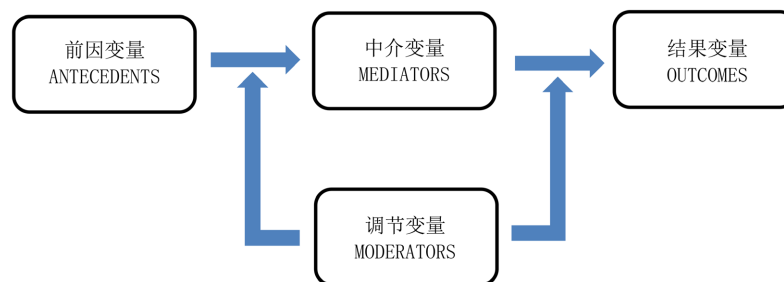


Figure 1. Causal-chain framework
图 1. 因果链框架

3.2. 属于前因的变量

前因是因果链的输入端, 刺激结果变量的行为产生。如表 5 所示, 在所选的 21 篇文献中, 共有 20 个变量作为影响消费者绿色态度的前因。其中, 环境知识(Environmental Knowledge)出现的频率最高, 共 5 次。其次环境关注(Environmental Concern)共出现 4 次, 主观规范(Subjective Norms)、行为信念(Behavioral Beliefs)和生态标签(Eco-Labeling)出现的频率皆为 2 次。本文选取频率最高的前五项前因变量进行进一步介绍。环境知识指的是一个人的环境专业知识、知识和其他相关问题[8]。具有这类特点的人往往对生态行为具有积极的态度并准备采取行动[9]。研究表明, 环境知识对消费者关于绿色产品的态度有良好的影响[10] [11] [12]。环境关注指的是对环境的信念、立场和关注程度[13], 包括对废物、健康、生物圈、责任和对环境的能源意识[14]。关注环境的人表现出了更积极的态度, 这导致了更积极的意愿, 并随后导致更强的可能性进行绿色购买行为。主观规范指的是人们感知到的社会压力, 以确定是否做出特定行为[15] [16], 家庭成员、同龄人、朋友和同事等社交网络, 影响着个人/消费者对购买绿色产品的决定和对绿色产品的态度[17] [18] [19] [20]。消费者的行为信念, 反映了行为的感知结果或结果, 以及人们对结果评估的评价。也就是说, 消费者通常会对收益和成本进行评估, 再决定是否进行某一特定行为[21]。生态标签是物品使用、处置、消费和制造的信息工具, 营销人员可以通过生态标签无缝传递产品的生态效益[22]。由于消费者现在对所处环境非常重视, 因此购买带有环保标签的产品可能性相对较高[23] [24] [25]。

Table 5. Antecedent variables of consumers' Green Attitude

表 5. 消费者绿色态度前因变量列表

| 前因变量 | 频率 | 前因变量 | 频率 |
|---|----|---|----|
| Environmental Knowledge 环境知识 | 5 | Environmental Concern 环境关注 | 4 |
| Subjective Norms 主观规范 | 2 | Behavioral Beliefs 行为信念 | 2 |
| Eco-Labeling 生态标签 | 2 | Perceived Consumer Effectiveness 消费者感知效力 | 1 |
| Health Concern 健康关注 | 1 | Cognitive Beliefs 认知信念 | 1 |
| Environment and Health Awareness 环境和健康意识 | 1 | Outcome Evaluation 结果评价 | 1 |
| Perceived Producer Environmental Performance 感知生产者环保表现 | 1 | Environmental Advertising 环保广告 | 1 |
| Perceived Economic Benefit 感知经济效益 | 1 | Environmental Ethics 环境伦理学 | 1 |
| Altruism 利他主义 | 1 | Perceived Behavior Control 感知行为控制 | 1 |
| Social Influence 社会影响 | 1 | Green Customer Value 绿色客户价值 | 1 |
| Charging Infrastructure 充电基础设施 | 1 | Consumer Purchasing Behavior 消费者购买行为 | 1 |

3.3. 属于中介的变量

中介变量描述着前因变量和结果变量间的关系[7]。在本文章中, 如图 2 所示, 中介变量路径为: 绿色态度对中介变量产生影响, 再引起结果变量的发生的情况。表 6 对所选文献进行了分类归纳, 共有 2 个因素纳入影响消费者绿色态度的中介变量, 且出现的频率相同, 皆为一次。消费者的绿色态度通过影响绿色购买意愿(Purchase Intentions)对消费者购买的频率产生影响。具体表现为: 如果消费者持有绿色态度, 那么他/她将形成绿色购买意愿, 再影响其购买绿色产品的频率变化[26]。口碑宣传意愿(World-of-Mouth Intentions), 被定义为消费者通过个人交流分享关于绿色方面的信息, 并向他人进行推荐的可能性。研究表明, 具有积极绿色态度的消费者, 会逐渐产生与他人进行绿色方面信息的宣传和推荐的意愿, 通过口碑宣传的过程, 其他消费者的绿色购买频率会得到一定的提升[27]。



Figure 2. The inductive basis for variables

图 2. 中介变量的归纳依据

Table 6. Mediating variables of consumers' green attitude

表 6. 消费者绿色态度中介变量列表

| 中介变量 | 频率 |
|-------------------------------------|----|
| Purchase Intentions 绿色购买意愿 | 1 |
| World-of-Mouth Intentions 口碑宣传意愿 | 1 |

3.4. 属于结果的变量

结果变量作为因果链的输出端, 代表着由前因、中介和调节变量所引起的预期结果行为[7]。根据表 7 数据显示, 绿色购买意图(Green Purchase Intention)、绿色购买行为(Green Buying Behavior)和节俭(Frugality)三个变量作为影响消费者绿色态度的结果变量。首先, 文献中被使用最多的结果变量为绿色购买意图。绿色购买意图是实际绿色购买消费者行为的重要组成部分, 表示如果该产品对他/她[28]是富有吸引力且具有价值的, 他/她就有购买该绿色产品的意向[5]。以往的数据分析表明, 消费者的绿色态度对其绿色购买意愿具有显著影响[12] [29]。其次, 研究表明, 人们的绿色态度会显著影响能源节约行为[2]。如果消费者感觉到了自己的个人消费行为对环境有直接的影响[30], 他们就更有可能去进行绿色购买行为[31]。虽然目前理论能够支持态度与行为的关系, 但同样也有研究显示了态度和行为之间的一致性[32]。需注意到的是, 只有强烈的绿色态度才会引起绿色购买行为, 而不强烈的态度则不会[33]。最后, 节俭被认为是可持续发展的一个方面[34]。节俭的消费者会有意识地避免浪费, 并且关注长期的使用导向[35]。研究表明, 当消费者具有绿色的态度, 他们倾向于认同可持续发展的做法, 因此会有节俭的行为[4]。

3.5. 属于调节的变量

调节变量影响着变量间关系的强弱与方向[7]。如表 8 所示, 分析所选文献可知, 绿色自我认同(Green Self-Identity)、绿色品牌知识(Green Brand Knowledge)、绿色营销(Green Marketing)、性别(Gender)和绿色心理益处(Green Psychological Benefit)共有 5 个调节变量, 且均出现 1 次。绿色自我认同, 即指消费者认

为自己是一个环境友好型的人[36]。现有研究已证实绿色自我认同在态度和购买意愿之间的调节作用,这意味着拥有更强烈的绿色自我认同的消费者,更加坚信自己是比他人更环保的,因此愈加倾向于使用绿色产品或服务[9]。绿色品牌知识是指消费者对绿色产品的品牌信息的了解程度[37]。现有文献[38] [39]认为,消费者的绿色品牌知识越丰富,越能加强其绿色产品购买意愿。研究表明,绿色品牌知识对绿色品牌态度与绿色购买意愿的关系具有显著的调节作用[40]。绿色营销是指通过使用环保声明来推销产品[41],绿色营销分为两部分:绿色广告和口碑[5]。绿色广告通过广告的形式,促进消费者形成更强烈的购买绿色产品的意愿,使消费者认为自身正在履行较高的环境责任。因此,环保广告对消费者态度和绿色购买意愿之间有正向的调节作用。此外,研究还发现口碑对消费者态度和绿色购买意愿间也存在着显著调节作用。当消费者从身边人获得的关于绿色产品的正面信息越多,他们就越有可能进行绿色购买。因此,绿色营销调节着绿色产品态度对绿色购买意愿的影响。性别对于消费者态度和绿色产品购买意愿之间的调节关系被广泛研究,但学者们各自提出了不一致的观点。例如,通过 Habich-Sobiegalla 等人在俄罗斯的研究[42],说明女性比男性更有可能购买电动汽车。但 Chen 等人对北欧国家的研究表明,男性相较于女性更倾向于购买电动汽车[43]。绿色心理益处,是指通过绿色产品或服务给消费者带来心理上的自我满足[44] [45]。研究证实,具有绿色心理益处的人愿意购买能够给其带来满足感的绿色产品,由此,这样的特征会增强消费者对绿色产品的态度和绿色购买的影响[5]。

Table 7. Outcome variables of consumers' green attitude
表 7. 消费者绿色态度结果变量列表

| 结果变量 | 频率 |
|------------------------------------|----|
| Green Purchase Intention 绿色购买意愿 | 16 |
| Green Buying Behavior 绿色购买行为 | 2 |
| Frugality 节俭 | 1 |

Table 8. Moderating variable of consumers' green attitude
表 8. 消费者绿色态度调节变量列表

| 调节变量 | 频率 |
|---------------------------------------|----|
| Green Self-Identity 绿色自我认同 | 1 |
| Green Brand Knowledge 绿色品牌知识 | 1 |
| Green Marketing 绿色营销 | 1 |
| Gender 性别 | 1 |
| Green Psychological Benefit 绿色心理益处 | 1 |

4. 结论

4.1. 讨论

绿色营销领域作为时下学术热点,学者们的关注和研究力度不断增强。其中,消费者绿色态度是影

响绿色购买行为的重要变量,但现有文献未系统分析影响绿色态度的因素。因此,本文选取 21 篇从 2020 年至 2022 年 2 月符合条件的文献,力图进一步了解绿色态度如何影响消费者绿色购买行为。经现有文献整合分类,且应用因果链框架梳理分析后,得出以下结论。第一,为探讨绿色态度相关话题,大部分研究将计划行为理论作为理论基础。第二,相关研究中,更多学者选择将绿色购买行为作为绿色态度的结果导向。第三,当性别作为调节变量时,不同文章的研究结果存在差异性。

4.2. 局限及未来研究

依照上述分析,本文及本文所综述文献仍具有一定局限性。具体如下:

第一,本文在选取文献时,仅仅检索了 Web of Science 数据库,今后研究可纳入其他数据库,例如: Science Direct、EBSCO 等,用多个数据库进行查询。此外,本文在对绿色产品购买情况进行综述时,考虑为一般绿色产品,而不是特定绿色产品。对于特异性的绿色产品,消费者的观点可能不同,得出的研究结论也将存在差异。因此,后续的研究应当对特定绿色产品,如绿色酒店、绿色餐厅、绿色汽车等,进行细分与整理。

第二,由于时间和成本的限制,大多数研究采用横断面方法收集数据,这限制了对因果关系推断的能力。未来的研究可以考虑纵向设计,以求更准确地挖掘绿色购买行为情况,便于了解绿色态度对其的影响。

第三,在目前绿色营销文献中,大量学者对计划行为理论进行拓展,理论基础相对单调。建议今后研究可以多结合其他理论模型,如消费价值理论、性别图式理论等,更有效的解释不同情境下的绿色态度与绿色购买行为。

第四,由于所在地区不同,消费者的绿色态度对绿色购买行为的影响有所差异。为此,未来可以加入文化、经济水平等调节变量,以提高研究结果的合理性,有助于增加人们对绿色态度的认识和了解。

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