

DOCTORAL THESIS

基于心理反应过程的消费者低碳消费行为的实证研究

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提要

本研究以计划行为理论、态度情境行为理论、制度理论为基础，从社会心理学出发，对个体基于心理反应过程的低碳消费行为及其情境因素进行了研究。通过实证研究发现，低碳消费态度和低碳消费主观规范对低碳消费行为的影响是通过低碳消费意向实现的。低碳消费意向在低碳消费态度和低碳消费主观规范与低碳消费行为的关系构建中起到中介效应。结果表明，低碳消费态度和低碳消费主观规范均与低碳行为意向之间显著正相关，低碳行为意向和低碳消费行为之间显著正相关。低碳消费意向是低碳消费态度和低碳消费行为的部分中介，低碳消费意向还是低碳消费主观规范和低碳消费行为的完全中介。同时，本研究也发现便利条件对低碳消费意向和低碳消费行为之间的关系起正向调节作用。

关键词：低碳消费态度、低碳消费主观规范、低碳消费意向、低碳消费行为、便利条件、政策法规

Abstract

Based on the Theory of Planned Behavior, Attitude-Context-Behavior Theory and Institutional Theory, this study explores low-carbon consumption behavior based on Psychological reaction process and its context factors from the perspective of social psychology.

Empirical research shows that Low Carbon Consumption Attitudes(LCCA) and Low Carbon Consumption Subjective Norms(LCCSN) influence Low Carbon Consumption Behavior(LCCB) through Low Carbon Consumption Intention(LCCI). The results show that both LCCA and LCCSN have significant positive correlations with LCCI, and LCCI has significant positive correlations with LCCB. LCCI is partial mediation between LCCA and LCCB , LCCI is also complete mediation between LCCSN and LCCB. Meanwhile, this article infer that facilitating conditions have moderating effects which strengthen the positive relationship between LCCSN and LCCI.

Low Carbon Consumption Attitudes(LCCA) 、 Low Carbon Consumption Subject
Norm(LCCSN) 、 Low Carbon Consumption Intention(LCCI) 、 Low Carbon
Consumption Behaviors(LCCB) 、 facilitating conditions 、 Policies and Regulations

目录

| | |
|-------------------|-----|
| 声明 | i |
| 提要 | ii |
| Abstract | iii |
| 谢辞 | iv |
| 目录 | v |
| 1. 绪论 | |
| 1.1 研究背景 | 1 |
| 1.1.1 现实背景 | 1 |
| 1.1.2 理论背景 | 4 |
| 1.2 研究问题 | 5 |
| 1.3 研究内容 | 6 |
| 1.4 研究意义 | 7 |
| 1.5 论文安排 | 7 |
| 2. 文献综述 | |
| 2.1 低碳消费行为的界定与内涵 | 9 |
| 2.2 有关低碳消费行为的研究 | 20 |
| 2.2.1 低碳消费行为的结果 | 20 |
| 2.2.2 低碳消费行为的前因变量 | 21 |
| 2.2.3 文献回顾评述 | 42 |
| 2.3 研究思路 | 43 |
| 3. 理论基础与模型假设 | |

| | |
|------------------------------|----|
| 3.1 理论基础 | 45 |
| 3.1.1 计划行为理论 | 45 |
| 3.1.2 态度情境行为理论 | 48 |
| 3.1.3 制度理论 | 51 |
| 3.1.4 总结 | 52 |
| 3.2 调节变量的预调查 | 54 |
| 3.3 研究模型的建立 | 57 |
| 3.4 研究假设 | 59 |
| 3.4.1 各变量的界定 | 59 |
| 3.4.2 低碳消费态度与低碳消费意向 | 62 |
| 3.4.3 低碳消费主观规范与低碳消费意向 | 63 |
| 3.4.4 低碳消费意向与低碳消费行为 | 64 |
| 3.4.5 低碳消费意向的中介作用 | 65 |
| 3.4.6 外部情境因素（便利条件、政策法规）的调节作用 | 65 |
| 4. 研究方法与研究设计 | |
| 4.1 取样及数据收集 | 70 |
| 4.2 研究方法 | 70 |
| 4.3 量表的设计与开发 | 71 |
| 4.3.1 低碳消费态度量表 | 72 |
| 4.3.2 低碳消费主观规范量表 | 73 |
| 4.3.3 低碳消费意向量表 | 74 |
| 4.3.4 低碳消费行为量表 | 75 |

| | | |
|-------|------------------|-----|
| 4.3.5 | 便利条件量表 | 75 |
| 4.3.6 | 政策法规量表 | 76 |
| 5 | 数据分析 | |
| 5.1 | 描述性统计 | 77 |
| 5.2 | 探索性因子分析 | 79 |
| 5.3 | 信度和效度检验 | 80 |
| 5.3.1 | 信度检验 | 80 |
| 5.3.2 | 效度检验 | 81 |
| 5.4 | 相关分析 | 82 |
| 5.5 | 回归分析 | 85 |
| 5.5.1 | 低碳消费意向的中介效应分析 | 84 |
| 5.5.2 | 便利条件和政策法规的调节效应分析 | 88 |
| 5.6 | 稳健性检验 | 91 |
| 5.6.1 | 调节效应的探索 | 90 |
| 5.6.2 | 调节变量与自变量关系的探索 | 93 |
| 5.6.3 | 调节变量测量的探索 | 94 |
| 6 | 研究结论与讨论 | |
| 6.1 | 主要研究结果 | 99 |
| 6.2 | 研究的理论贡献 | 100 |
| 6.3 | 研究的实践启示 | 101 |
| 6.4 | 研究的局限性 | 103 |
| 6.5 | 未来的研究方向 | 104 |

参考文献.....106

履历.....136