

A Study on Consumer's Desire of Green Product: A Case Study of Consumer Solar Products

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Abstract--Global Warming, Raise of sea level and continuous impact of Greenhouse effect cause the increase of global temperature and abnormal climate. It results in the frequent disasters around the world. Impacted by the Japan earthquakes and nuclear disaster in 2011, energy crisis and rising price of petroleum, alternative energy and energy-saving technology become more important. In recent years, because of the raise of eco-awareness around the world, consumer solar products not only satisfy the needs of the customer but also provide the function of environmental protection. By studying the relationship of the experience marketing, experiential value, consumers' motives, Consumer attitude and purchase intention of green product, hope this study can provide the marketing strategy reference to the enterprise. In the mean time, through this study, hope to educate and awake the customer feeling about the environmental protection in order to do everyone's best to give back to the Earth.

This study used quantitative research method. The population of this study is from the regular consumer in Taiwan area. The population of this survey is 500 and 454 surveys are returned. 391 questionnaires are effective. Based on the survey result, the study runs descriptive statistics, single factor variance analysis and regression analysis. Survey results show 96.7% of respondents are willing to purchase consumer solar products, and 61.9% respondents would like to spend less than 1.5 times price to buy consumer solar products. It revealed vendors must lower the costs of developing new products. The result of the study shows the positive effect on experiential marketing to experiential value, consumer motive and consumer attitude. It also shows the positive relation on the consumer attitude to consumer motivation and experiential value. The consumer attitude has positively impact to the purchase intention.

Index Term--Green Product, Consumer Solar Products, Experience Marketing, Experiential Value, Consumer Motive, Consumer Attitude

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