

## 《Abstract》

The environmental issue has been highly valued by every country in the past few years. A number of experts and researchers continually propose a favorable marketing perspective, green marketing, to control the environmental problem. Moreover, it has been emphasized that solving environmental problems should be commenced from the head point. Environmental damage could be solved and the ideal of “sustainable development” can be achieved by applying the concept of ‘green consumption’ and ‘cleaner production’. In Taiwan, most studies of green product only focus on certain goods. The incomprehensiveness of study is particularly the case in terms of the inquiry into the consumer behavior towards green consumption. This thesis analyzes the consumer behavior of green consumption in the case of university students. It provides a reference for publicizing, educating, training and product popularizing for the government, business sectors, consumers and savants.

The purpose of this study is to investigate the university student’s concepts and behaviors of green consumption with survey. It seeks to understand the influence and variation between demographic variables of university students, the concept of green consumption and consumer behavior.

The result shows: (1) university students’ consumer behavior towards green consumption is differentiated by cognition; (2) more than half of the students have used and purchased green goods; (3) the main reason of usage is to make effort on the environmental protection; (4) the major purpose is to use and to apply; (5) the mass media is the major source of gathering information; (6) more than eighty percent of the surveyed students are willing to pay more, as much as ten percent more, to buy the green goods; (7) most students’ experience of usage is under one year, followed by those whose experience is between one and three years; (8) from index analysis of the four views of Green Consumer behavior, the effect level listed in decrease are “recycle”, “reuse”, “refuse to use” and “reduce the number of usage”. Moreover, from the seventeen variables, the first three in order are “reuse the used plastics and paper bag”, “recycle paper” and “recycle plastic bottle and container”.

**Keywords: green consumption, green product, consumer behavior,  
cleaner production, sustainable development**