

快递行业绿色包装的高校学生接受意愿研究

摘 要

在社会前进的过程中与环境有关的问题变得突出，这些问题同时也使人类社会的前进步调开始变慢，导致人们开始反思以前那种浪费资源同时不注意节制资源的生活方式，并且努力的寻求解决之道。对我们来说“绿色包装”这一项理念，是为了能够更好地推进可持续发展、为了我们的社会经济在健康的情况下继续稳步向前发展。快递包装的主要作用：在物流运输中能够保护包装里面的产品和为产品提供了方便的储存条件。让绿色融入快递包装之中是指，在包装的设计理念之中，不仅要考虑包装的实用性与耐用性，而且要着重加强包装与环境的关联性。快递包装的本质是在货物流通过程中与产品不可分离的物品，在物流过程中的最后一步是面向使用者，所以快递包装的最终使用集中在消费者手中，同时快递包装的选择和处理也是完全的“个人行为”。所以，快递的包装的绿色化能否实现与消费者的认可的程度和接受的意愿有着很大关系。成都市作为“新一线的城市”，拥有着众多的高校学生。高校学生对人类和社会的命运更加关心，并且是未来绿色消费市场的主力军。因此，在此背景下选择高校学生为研究对象。

本研究阅读了大量的相关文献，初步的了解了国内外与绿色包装有关的研究现状。以快递行业作为研究的基础、绿色包装作为研究的主要方面和高校学生的接受意愿作为研究的起点，研究在快递行业中绿色包装的高校学生接受意愿主要的影响因素，参考计划行为的相关理论确定快递行业绿色包装的高校学生接受意愿的模型。2019 新型冠状病毒（2019-nCoV）的出现使线下收集变得困难，所以主要通过在线上进行调查问卷的方式来取得快递行业绿色包装的高校学生接受意愿的有关数据，同时使用 SPSS25.0 数据分析软件对收集的数据进行信度和效度方面的检验，以及对在确定模型时所假设的六个命题进行检验，分析方法选择了频数分析、方差分析和相关分析。从而得到高校学生对于快递行业的绿色包装的知觉行为控制、行为态度和主观规范三个因素对于接受意愿具有正向显著性影响的结论。最后，文章总结了本次课题的研究成果：**H1：接受意愿受高校学生的态度影响。H2：高校学生的接受意愿受高校学生的主观规范影响。H3：高校学生的知觉行为控制会影响高校学生的接受意愿。H4：高校学生对绿色包装的行为态度与主观规范之间相互影响。H5：高校学生对绿色包装的行为态度与知觉行为控制之间相互影响。H6：高校学生对绿色包装的主观规范与知觉行为控制之间相互影响。**

关键词：快递行业绿色包装；高校学生；接受意愿

Abstract

In the process of social progress, environmental issues become prominent. These problems also slow down the advancement of human society, leading people to reflect on the previous way of wasting resources and not paying attention to resources. Seeking a solution. For us, the concept of "green packaging" is to be able to better promote sustainable development and for our social economy to continue to develop steadily under healthy conditions. The main function of express packaging: in logistics transportation, it can protect the products in the package and provide convenient storage conditions for the products. Integrating green into express packaging means that, in the design concept of packaging, not only the practicality and durability of packaging must be considered, but also the relationship between packaging and the environment must be emphasized. The essence of express packaging is inseparable from the product in the process of goods circulation. The last step in the logistics process is to face the user, so the final use of express packaging is concentrated in the hands of consumers, and the selection and processing of express packaging are also completely "Personal Behavior". Therefore, whether the green packaging of express delivery can be achieved has a lot to do with the recognition of consumers and the willingness to accept. As a "new-tier city", Chengdu has many college students. College students are more concerned about the fate of humanity and society, and will be the main force in the future green consumer market. Therefore, under this background, college students are selected as the research object.

This study reads a lot of relevant literature, and has a preliminary understanding of the research status of green packaging at home and abroad. Taking the express delivery industry as a memorization of research, green packaging as the main aspect of research, and the acceptance of college students as the starting point of the study, to study the main influencing factors of acceptance of green packaging college students in the express industry Relevant theories determine the model of university students' willingness to accept green packaging in the express delivery industry. Because of the epidemic situation, the questionnaires were used to obtain data on the acceptance of green packaging college students in the express delivery industry, and the reliability and validity of the large amount of data collected were tested using SPSS25.0 data analysis software And to test the six propositions assumed in determining the model, the analysis method selected frequency analysis, analysis of variance and correlation analysis. Therefore, it is

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