

## 摘要

由于燃油汽车所引发的环境污染以及大量能耗而导致的能源短缺问题日益突出，积极开发和应用新能源汽车已是势在必行。当前我国已把发展新能源汽车上升为国家战略，提高消费者对新能源汽车消费和使用行为是发展该产业的根本动力，因此探索消费者环境价值观对新能源汽车的购买意愿具有重要意义。

本研究以计划行为理论和价值-信念-规范理论为理论基础，采用了文献研究法、问卷调查法并运用 SPSS26.0 和 AMOS26.0 统计分析法对 443 位上海居民的环境价值观如何影响新能源汽车购买意愿进行了深入探究，并得到如下主要研究结论：消费者的利他价值观和生态价值观不仅可以直接正向显著影响新能源汽车购买意愿，也可以通过新能源汽车购买态度和新能源汽车主观规范二个中介变量间接地正向显著影响新能源汽车购买意愿；其中利他价值观对购买意愿的直接作用大于生态价值观，新能源汽车主观规范的中介效应大于购买态度；同时新能源汽车购买态度、主观规范和感知行为控制三个因素也对新能源汽车购买意愿有显著正向影响，并且后两个因素对购买意愿的直接作用要大于购买态度。

本研究的主要创新点：选取主观心理层面的环境价值观视角深入分析其如何有效激发计划行为理论的三个心理变量，进而更深层次地反映消费者购买动机的转化过程，拓宽了计划行为理论的研究范畴和应用。本研究的主要价值意义在于从社会生态利益角度对新能源汽车购买意愿做了探究，充实了我国新能源汽车购买意愿在深层价值观方面的相关研究。最后从市场营销的角度向政府以及汽车企业提供了针对性的参考建议，更从社会心理学的角度对如何提高各消费阶层环保意识、促进绿色消费观念的普及和实现经济可持续发展提出可行性建议。

**【关键词】** 环境价值观；新能源汽车；购买意愿；计划行为理论

## Abstract

Due to the environmental pollution caused by fuel vehicles and the energy shortage caused by a large amount of energy consumption, the development and application of new energy vehicles (NEV) has become the general trend. At present, our country has raised the development of NEV as a national strategy, and improving consumers' consumption and use behavior of NEV is the fundamental driving force for the development of the industry. Therefore, exploring consumers' environmental values is of great importance to the purchase intention of NEV.

Based on the theory of planned behavior and value-belief-norm theory, this research uses literature research method, questionnaire survey method, SPSS26.0 and AMOS26.0 statistical analysis to investigate how the environmental values of 443 Shanghai residents affect their willingness to purchase NEV, and obtains the following results: consumers' altruistic values and ecological values can not only directly and positively affect the purchase intention of NEV, but also indirectly and positively affect the purchase intention of NEV through two intermediary variables: NEV purchase attitudes and NEV subjective norms; The altruistic value has a greater direct impact on the purchase intention than the ecological value, and the mediating effect of subjective norms of NEV is greater than that of purchase attitudes; The three factors of NEV purchase attitudes, subjective norms and perceived behavioral control also have a significant positive impact on the purchase intention of NEV, and the direct effect of the latter two factors have a greater significant positive impact on purchase intentions rather than the purchase attitude.

The main innovation of this study is to select the perspective of environmental values at the subjective psychological level to deeply analyze how it effectively stimulate the three psychological variables of the theory of planned behavior, and then reflect the transformation process of consumers' purchase motivation in a deeper level, which broadens the research of the theory of planned behavior category and application. The main value of this study is to explore the purchase intention of NEV from the perspective of social and ecological interests, enrich the relevant research on the deep value aspects of our country's NEV purchase intention, and finally provide the government and automobile companies from the perspective of marketing. It provides targeted reference suggestions and puts forward feasible suggestions on how to improve the environmental protection awareness of various consumer classes, promote the popularization of green consumption concepts and achieve sustainable economic development from the perspective of social psychology.

**【Key words】** : Environmental Values; New Energy Vehicles; Purchase Intention; the Theory of Planned Behavior

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