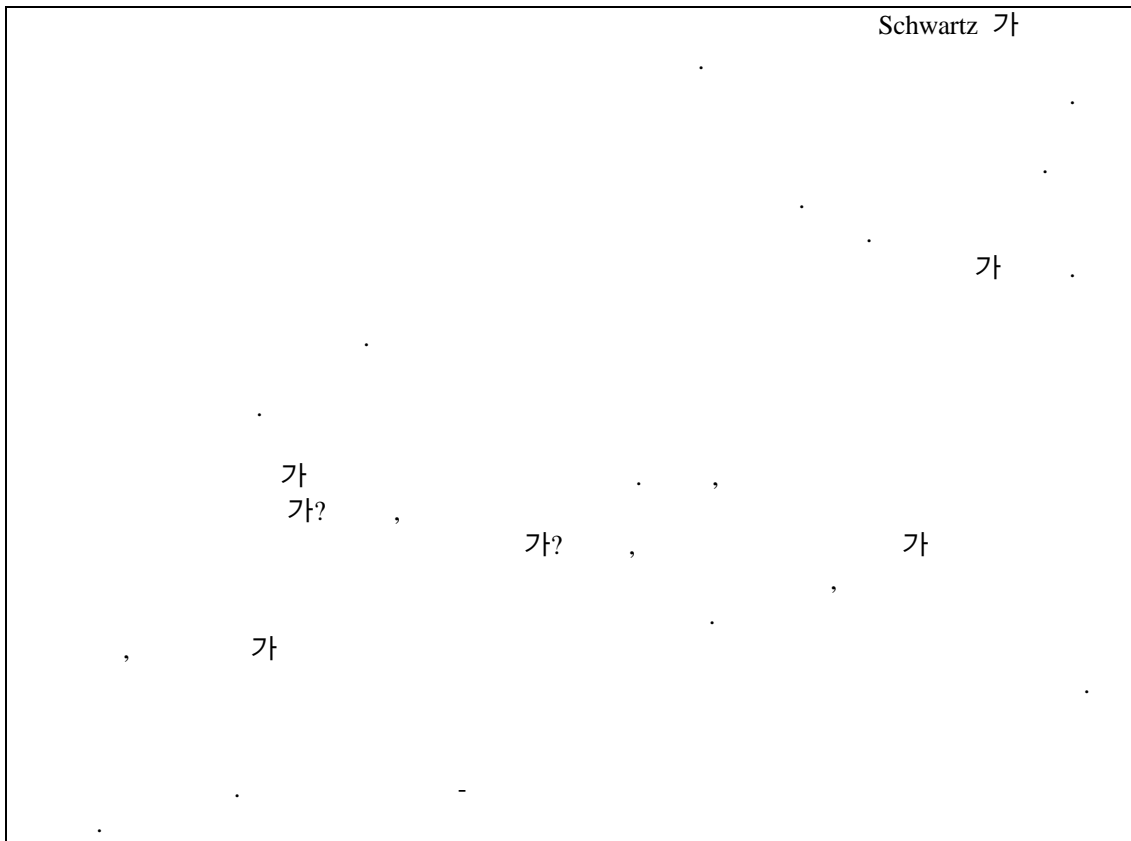


· ,  
· \*

## Influences of Social, Personal Norms and Perceived Importance of Consequences of Behaviors on Pro- Environmental Product Purchase and Recycling Behaviors

( )  
[PEARLKOO@chollian.net](mailto:PEARLKOO@chollian.net)




---

\* : 00.2 : 00.8

1.

( , 1997), 2000 가 2,800  
 (Menon, Menon, Chowdhury, and Jankovich,  
 1999, p. 1). , ( ) 63 ,  
 가 가  
 ( , 1999, pp. 32-35).

가 가 가

가

, 가 ,

가

(Hopper and Nielsen, 1991, p. 199). ,

가

가

(Osterhus, 1997, p. 19).

, 가

가

가

## 2.

### 2.1.

가

(Peattie, 1995, p. 154).

Webster

“

가

가

”

(Webster, 1995, p. 188).

Anderson

Cunningham

“

가

”

(Anderson and Cunningham, 1995, p. 25). Tucker,

Dolish

Wilson

“

가

,

”

(Tucker, Dolish, and Wilson, 1995). Berger Kanetkar

가 가

(Berger and Kanetkar, 1995).

Antil

“

”

“

가 가

가

”

(Antil, 1995, p. 20).

Henion

“

(ecologically

concerned consumer)”

가

,

,

(Henion, 1995). Schwepker

Cornwell

“

가

”

(Schwepker and Cornwell, 1991).

,

(

.

.

, 1991, p. 81

).

.

Hanson(1976)

Holbrook(1987)

,

, Jacob(1976)

(acquisition

activities)

,

,

가 가, 가

가

가

가 50%

가 ( , 1993, p.

27).

(inputs)- (throughput)- (output)-

(feedback)

가

, 1

가

2.2.

(Webster, 1975; Anderson and Cunningham, 1972),

(Duran, 1979; Gottlieb and

Glaghart, 1976; Morrison and Gladhat, 1976; Ritchie, McDougall, and Claxton, 1982; Tienda and

Aborampah, 1981), (Hopper and Nielsen, 1991; Osterhus, 1997; Anderson, Henion and

Cox, 1974; Arbutnot, 1977; Barnes, 1982; De Young, 1985, 1986; Samdahl and Robertson, 1989),

(Berger, 1995; Brooker, 1976; , 1994)

가 가

, 1970 80

(Daneshvary, Daneshvary and Schwer, 1998; Koch and Domina, 1997; , 1995; , 1993; , 1992; Balderjahn, 1988; Tucker, 1980; Arbuthnot, 1977; Anderson and Cunningham, 1972; Anderson, Henion and Cox, 1974), (Dietz, Stern, and Guagnano, 1998; Obregon-Salido, and Corral-Verdugo, 1997; Chan, 1996; , 1995; , 1994; , 1993; Balderjahn, 1988; Maloney, Ward, and Braucht, 1975), (Antil, 1984; Arbuthnot, 1977; Hines, Hungerford, and Tomera, 1987)

80 90

가

(Li, Ling-ye, 1997), (Stern, Kalof, Dietz, and Guagnano, 1995; Berger and Kanetkar, 1995; Berger and Corbin, 1992), (Thogersen and Grunert-Beckmann, 1997; Stern et. al., 1995; McCarty and Shrum, 1993; , 1991; , 1997), ( 1993), (Thogersen and Grunert-Beckmann, 1997; Hopper and Nielsen, 1991; Osterhus, 1997), ( , 1996; Ellen, Weiner and Cobb-Walgren, 1991; Maloney and Ward, 1973; Schahn and Holzer, 1990), (Tarrant and Cordell, 1997)

가

(Thorgersen and Grunnert-Beckmann, 1997; , 1997; , 1997; Stern, Kalof, Dietz, and Guagnano, 1995; , 1995; Bagozzi and Dabholkar, 1994; McCarty and Shrum, 1993; , 1993; , 1994; Neuman, 1986).

80 90

(Bagozzi and Dabholkar, 1994).

가

Fishbein

(Jackson et. al., 1993; Taylor and Todd, 1995; , 1997). (Hopper and Nielsen, 1991; Osterhus, 1997; Seguin et. al., 1998; Ebreo et. al., 1999).

2.3.

Dunlap Van Liere(1984)

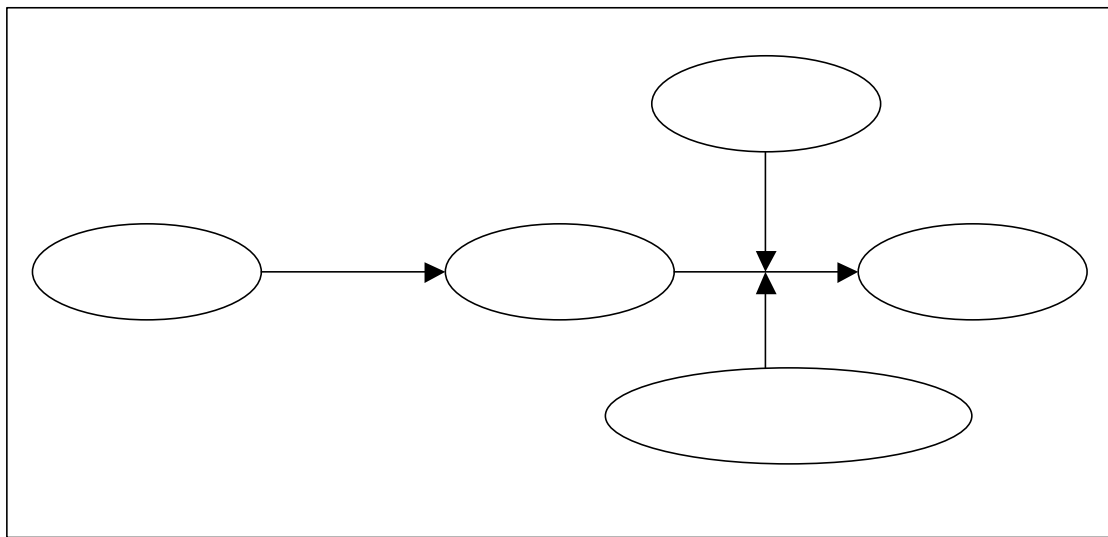
“

(dominant social paradigm)”

(Samdahl, 1989).

가  
 가  
 가  
 ( , 1997, p. 8).  
 가 가  
 가 가

< 1 >



: Hopper and Nielsen(1991), p. 200

### 2.3.1. Hopper Nielsen

Hopper Nielsen(1991)

Schwartz 가

(norms)

- (social-psychological model)

(Hopper and Nielsen, 1991, p.

199).

< 1 >

Schwartz

Schwartz , (detached)  
 (social norms)  
 가 .  
 가 (self-concept) . ,  
 (moral attitude)가 (Hopper and Nielsen, 1991, p. 200).  
 Schwartz 가  
 (actions) (awareness of  
 the consequences; AC) (ascription of responsibility; AR)  
 , AC AR  
 AC AR 가  
 Hopper and Nielsen(1991)  
 AC 가  
 가  
 AC 가  
 Nielsen, 1991, p. 213).

2.3.2. Osterhus

Osterhus(1997) (electric load control)  
 (Osterhus, 1997).  
 < 2> Osterhus(1997) 가 ,  
 Schwartz  
 (consumer perceptions of responsibility) (awareness of the consequences of  
 the behavior), (feelings of trust in the exchange partner)

가  
가

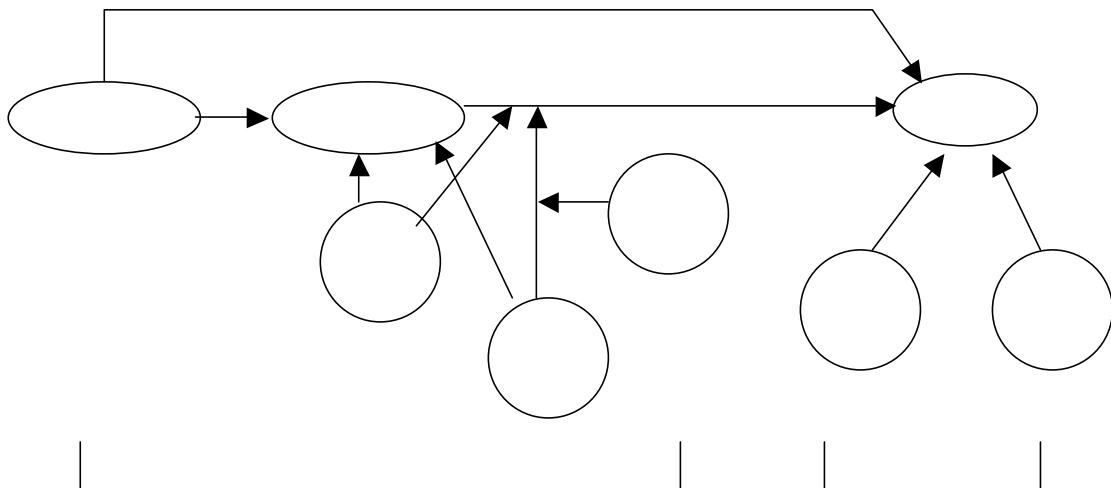
가

Schofield

Osterhus(1997)

(Osterhus, 1997, p. 18).

< 2> Osterhus



: Osterhus(1997), p. 17

(Osterhus, 1997, pp. 23-24).



(Osterhus, 1997, p. 24).

가 (three-way)

가

2.3.3. Ebreo, Hershey, Vining  
Ebreo, Hershey, Vining(1999)

가

10

(NEP),

13

(4

가

5

가

가

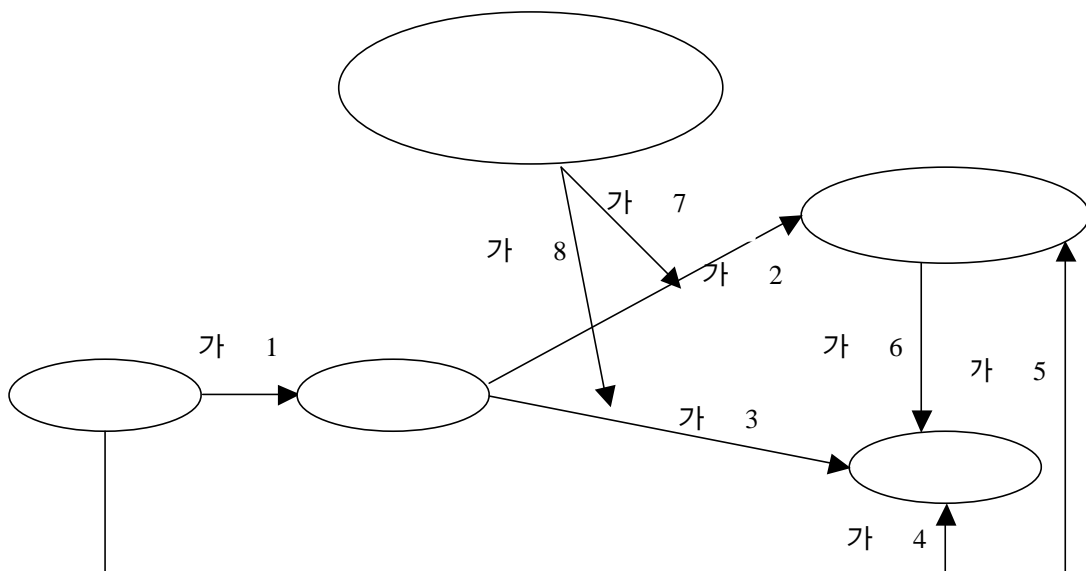
### 3. 가

#### 3.1.

가 가 ,

< 3>

< 3>



3.2. 가

Schwartz , (social norms)

가

(moral

attitude)가 (Hopper and Nielsen, 1991, p. 200).

Schofield(1975) Osterhus(1997, p. 18)

. Hopper Nielsen(1991)

Osterhus(1997)

가

가 1

. Osterhus(1997)

. Hopper Nielsen(1991)

Ebreo, Hershey Vining(1999)

Thogersen and Grunert-Beckmann(1997) 가

가 - -

(hierarchical causal model)

(Thogersen and Grunert-Beckmann, 1997, p. 188).

가

가 2

가 3

(Osterhus(1997, p. 18).

Schofield(1975)

Osterhus(1997, p. 19)

가

가

가

( , p. 1997, p. 8; Bagozzi and Dabholkar,

1994).

가

가 4

가 5

Ebreo, Hershey Vining(1999) ,

가

(Ebreo, Hershey, and Vining, 1999, p. 110).

가

가

가

가

가

가

Ebreo, Hershey Vining

가

가 6

Schwartz

Schwartz

가

2000. 03.

x

(actions)

가

Osterhus(1997) Schofield(1975)

(Osterhus, 1997, p. 18).

가

Osterhus(1997)

(Osterhus, 1997). Hopper Nielsen

(Hopper and Nielsen, 1001, p. 213).

가

가 7

가

가 8

가

3.3.

5

가

가

500

가

SPSS 9.0

(hierarchical analysis)

가

가

3.4.

Dahab, Gentry, Su(1994), (1997)  
 , , ,  
 ( , 1997).

7 5 .

3 5 .  
 Thogersen Grunert-Beckmann  
 ,  
 (Thogersen and Grunert-Beckmann, p. 185). Osterhus 4  
 (Osterhus, p. 22). Dietz, Stern Guagnano ,  
 , . , ,  
 , 5  
 (Dietz, Stern, and Guagnano, 1998).  
 Osterhus  
 , , ,  
 , 4 5 .

Schwartz(1977), Stern(1992), Osterhus(1997)가  
 4 (Osterhus, 1997, p. 22). Hopper  
 Nielsen 가 가 ,  
 , 가  
 6 , 5 (Hopper and Neilsen,  
 1991, p. 200).

4.

4.1.

53.5%, 46.3%, 20 가 35  
 8.4% 20 가 140 33.3%, 30 가 148  
 35.3% 40 75 17.9%, 50 60 가  
 4.3%(18 ), 0.7%(3 ) 20 30 가  
 가 , 150 가 가 84  
 419 20% , 150 200 가 가  
 가 가 118 28.2%, 200 250 113 27%  
 300 400 가 26  
 6.1% 400 3.8%  
 가 150 250 가 .  
 가 30  
 7.1% , 가 22.2%(93  
 ) 13.8%(58 ), 50.8%(213 ), 가 25  
 6% 가  
 가  
 163 가 38.9%  
 29.8%(125 ), (8.4%),  
 (6.7%)

4.2.

(exploratory factor analysis)  
 (orthogonal  
 rotation) 1.0 , 0.3  
 (Cronbach ) (Nunnally,  
 1992, pp. 225-255).

가 , 3

가 0.722 0.901 0.3  
 6.769, 2.603,  
 1.293 76.178%  
 0.9007, 0.8747 가  
 0.9365,

가

가 가 0.533 0.919  
 64.679%  
 0.9068 0.8582 0.6

< 1>

SN1	.850	1.459E-02	.137	0.9365
SN5	.845	.132	.222	
SN2	.843	7.209E-02	.246	
SN3	.840	.140	.173	
SN4	.822	9.973E-02	.286	
SN6	.796	.202	.325	
AC3	8.639E-02	.901	.142	0.9007
AC2	.115	.895	.186	
AC1	.145	.821	.216	
AC4	7.339E-02	.806	.119	
PN3	.244	7.525E-02	.845	0.8747
PN2	.260	.264	.789	



PN4	.345	.149	.760	
PN1	.239	.359	.722	
	6.769	2.603	1.293	
	48.349	66.942	76.178	

< 2 >

ENBUY4	.761	.124	0.8582
ENBUY6	.725	.242	
ENBUY7	.721	5.565E-02	
ENBUY3	.688	.256	
ENBUY1	.687	.382	
ENBUY2	.685	.357	
ENBUY5	.533	.471	
REC2	.130	.919	0.9068
REC1	.271	.873	
REC3	.290	.852	
	5.101	1.367	
	51.006	64.679	

4.3. 가

가 SPSS 9.0 . 가  
 1 가 6 . 가 7 가 8

가

2 가 .

< 3>

	1		2		3	
	( )	( )	( )	( )	( )	( )
	0.375(0.026) 0.577	14.416 (.000)	0.424(0.049) 0.399	8.669 (.000)	0.113(.031) 0.193	3.657 (.000)
	-	-	0.536(.075) 0.327	7.112 (.000)	0.0721(.046) .080	1.559 (.120)
	-	-	-	-	0.225(.029) 0.409	7.881 (.000)
	8.094(0.513) -	15.769 (.000)	6.535(0.998) -	6.548 (.000)	3.245(.608) -	5.338 (.000)
(ANOVA) ( )	207.809 (0.000)		146.943 (0.000)		75.894 (0.000)	
(R <sup>2</sup> )	0.333 0.332		0.417 0.414		0.358 0.353	

, 1

가 1 . 2

가 2 가 5 .

3

가 3, 가 4 가 6

가

가 1 6

< 3>

1 F 207.809(0.000)

0.333

가

2

F 146.943(0.000)

가 0.417

가

가

. 3

F 75.894(0.000)

0.358

가

4.3.1. 가 1

가 1

1

.375

14.416

0.000

4.3.2 가 2

가 2

2

가 0.536,

7.112

0.000

4.3.3. 가 3

가 3

가 0.0721

3

가 1.559

0.12

0.10

4.3.4.

가

가 4

3

가 .225

가 7.881

0.000

4.3.5.

가 5

2

가 .424

가 8.669

0.000

4.3.6.

가 6

3

가 .113

가 3.657

0.000

< 4>

(Constant)	15.962	4.285		3.725	.000
*	3.333E-02	.018	.536	1.872	.062
	-.410	.263	-.248	-1.559	.120
	.331	.304	.203	1.089	.277
(R <sup>2</sup> )	.317 .312				

4.3.7

가 7 . < 4>  
 ,  
 가 .0333 가 1.872 가 0.062

4.3.8.

가 가 8  
 . < 5> , .0322 가 .320

< 5 >

	3.538	2.423		1.460	.145
*	3.220E-03	.010	.094	.320	.749
	.277	.149	.305	1.860	.064
	.181	.172	.201	1.053	.293
(R <sup>2</sup> )	.277 .272				

4.4. 가

가 1 . Hopper Nielsen(1991),  
Ostehrus(1997)  
(Ostehrus, 1997, p. 23).

가

가 2 . Ebreo, Hershey,  
and Vining (Ebreo, Hershey, and Vining, 1999, p. 110; Vining  
and Ebreo, 1992).

가 3

0.12 가 가

Hopper and Nielsen  
(Hopper and Nielsen, 1991).

가

. 가 6

가 4 5 가 가

(Osterhus(1997, p. 18; Schofield, 1975)

가

가

가 6

(Ebreo, Hershey, and

가

Vining, 1999, p. 110).

가 7

Osterhus(1997)

Osterhus(1997)

(Ostehrus, 1997, p. 23).

. Schwartz

가

가

(Osterhus, 1997, p. 18)

가 8

5.

가 .

가 , , 가 가

가 . ,

가

가 .

가

가

가

(Berger and Kanetkar, 1995, p. 213)

가 .

가

가 . ,

가 . , Schwartz

가

· , “ , ” , 12 1 . 1997, pp. 1-36.

· , “ , ” , 10 2 , 1995, pp. 77-102.

· , , , 1996.

· , “ : 가 , ” 가 13 2 , 1995, pp. 22-34.

· , “ , ” 가 , 33 4 , 1995, pp. 199-212.

· , “ 가 , ” , 19 , 1997, pp. 96-119.

· , “ 가 , ” 가 , 35 3 , 1997, pp. 1-13.

· , “ , ” 가 , 11 2 , 1993, pp. 169-181

· . . . , “ : , , , ” 가 , 33 1 , 1995, pp 45-60.

· , , , 1990.

· . . . , “ , ” 가 , 14 3 , 1990, pp. 197-210.

· , “ , ” , 1997. 7, pp. 12-46.

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