

摘要

本研究主要探討綠色行銷溝通中訊息的時間框架對於綠色廣告的影響。綠色廣告訊息經常強調在未來特定時期內環境變化的結果（例如：石油蘊藏即將在 40 年內耗用殆盡）。基於效用折抵理論的觀點，本研究探討時間框架對於消費者綠色產品的態度之影響效果。這個時間框架也會與其他的訊息特性以及人格特質產生交互作用，影響消費者態度。本研究以兩個實驗來探討以上這些交互關係。實驗一發現短期時間框架效果相較於長期時間，對於消費者態度有較強的影響力。負面訊息影響效果強於正面訊息效果。時間框架與正負面訊息也對於消費者態度有交互作用的影響，而訊息與時間框架也會受到個人調節焦點特質所調節。實驗二探討在不同調節焦點的訊息下，訊息時間框架與消費者環境意識的交互影響效果。短期訊息影響效果同樣強於長期訊息效果，而預防導向訊息相較於促進導向訊息影響效果較顯著。長短期時間框架訊息的影響差異，對於低環境意識的消費者，相較於高環境意識的消費者有較顯著影響。同樣地，促進導向訊息與預防導向訊息的差異，也對低環境意識的消費者影響較大。最後，時間框架，訊息的調節焦點，以及環境意識三者，也會彼此產生交互作用而影響消費者對綠色溝通訊息的態度。

關鍵詞：綠色溝通、訊息的時間框架、訊息正負面、調節焦點、環境意識

Abstract

This research examines the role of the message time frame in green communications. Green communication messages often emphasize environmental consequences within a certain time frame (e.g., “Oil reserve will be depleted in 40 years”). Based on the notion of utility discounting, it is hypothesized that the time frame in green communications would have an effect on consumer attitudes toward green products. It would also interact with other message and individual characteristics to influence consumer attitudes. Two studies were conducted to investigate these relationships. Study 1 found that short-term time frames are more effective in shaping consumer attitudes toward green products than long-term ones. Negative information is also more effective than positive information. The time frame also interacts with the message valence (positive vs. negative information) to produce differential effects on consumer attitudes toward green products. The message time frame and valence, furthermore, are also moderated by consumers’ regulatory focus. Study 2 investigated the role of the message time frame in the context of the message’s regulatory focus (i.e., promotional vs. preventive

messages) and consumers' environmental consciousness. The short-term appeal was again found to be stronger than the long-term appeal, and a preventive message was more effective than a promotional message. The difference between the short-term and the long-term time frames is stronger for low rather than high environmental consciousness consumers, as is true of promotional vs. preventive messages. Finally, the message time frame, message's regulatory focus, and environmental consciousness would interact to influence consumers' attitude toward green communications.

Keywords: green communication, message time frame, message valence, regulatory focus, environmental consciousness