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| 論文中文摘要： | 本研究探討印尼消費者對永續消費品（Consumer packaged goods）的包裝 行業，特別關注負面元素在塑造消費者對永續意願的作用。研究檢視同理 心、社會地位感知、品質感知的獨立變數，以及罪惡感、炫耀性消費和懷 疑論的中介變數，並以消費者的意願作為應變數。利用結構方程式模式 （Structural equation modeling）分析來自印尼消費者的422份有效問卷，本 研究發現罪惡感在同理心與意願之間的部分仲介關係的作用，而懷疑論在 品質感知與意願之間的關係中也有部分仲介作用。然而，炫耀性消費在社 會地位感知與意願之間未仲介作用。 此外，因對宗教信仰普遍的印尼背景下尤為重要，本研究突出宗教信仰的 調節變數。本研究指出宗教信仰調節同理心、社會地位感知及品質感知與 意願之間的關係。以上的結果強調理解負面元素對實現永續目標的影響的 重要性，並透過宗教信仰的調節作用，本研究為塑造消費者行為走向永續 發展的各種因素的複雜相互作用提供了更細緻的視角。 |
| 論文外文摘要： | This research investigates sustainable packaging in the consumer-packaged goods (CPGs) industry in Indonesia, focusing on the role of negative elements in shaping consumers’ intentions. The study examines independent variables such as empathy, perceived social status, perceived quality, alongside mediator variables including perceived guilt, conspicuous consumption, and skepticism, with consumer intention as the dependent variable. Utilizing structural equation modeling (SEM) to analyze 422 valid questionnaire responses from Indonesian consumers, the findings reveal that perceived guilt partially mediates the relationship between empathy and intention, while perceived skepticism partially mediates the relationship between perceived quality and intention. Conspicuous consumption, however, does not mediate the relationship between perceived social status and intention. Furthermore, the study also highlights the moderating role of religiosity, which is particularly relevant in the context of Indonesia where religious beliefs are prevalent. Specifically, the findings indicate that religiosity moderates the relationship between empathy, perceived social status, and perceived quality with intention. These results underscore the importance of understanding the influence of negative elements to achieve sustainability goals. By accounting for the moderating effect of religiosity, the study provides a more nuanced perspective on the complex interplay of various factors that shape consumer behavior towards sustainability. |