

Research on Influencing Factors of College Students' Green Consumption Behavior based on UTAUT Model

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Abstract: In order to explore the influencing factors of college students' green consumption behavior, perceived cost is introduced based on the four core elements of UTAUT's original model, namely, expected utility, expected effort, social influence, and convenience cost. The empirical test found that expected utility, convenience factors, and perceived cost factors significantly and positively affect college students' green consumption willingness, and jointly affect college students' green consumption behavior through the mediating role of consumption willingness and facilitating factors. In light of this, it is suggested that in order to enhance college students' green consumption behaviors, green consumption publicity be implemented, green consumption channels be expanded, and green consumption willingness be met.

Keywords: College Students; Green Consumption; UTAUT Model

1. Introduction

In October 2021, the Opinions on the Complete and Accurate Implementation of the New Development Concept and Doing a Good Job in Carbon Peak and Carbon Neutrality (Opinions) made a systematic plan for China to achieve carbon peak and carbon neutrality (referred to as "dual carbon"), and clarified the overall requirements, main objectives and major initiatives. "The Opinions are a programmatic document that guides China to achieve carbon peak by 2030 and carbon neutrality by 2060 (the "3060" goal) [1]. The viewpoints emphasized the significance of incorporating thorough adjustments to the industrial structure as a crucial aspect of achieving the "dual carbon" target. This entails

promoting the optimization and enhancement of the industrial structure, while establishing a consensus on low-carbon and environmentally friendly development across various industries under the guidance of the "dual carbon" approach. In recent times, due to an increasing prevalence in eco-friendly consumption, consumers have gained a deeper understanding of green consumption. Green consumption aims to refrain from utilizing products that pose risks to consumer health and others, thereby minimizing excessive resource utilization [2]. In the whole process of commodity selection, use and treatment, consumers always take ecological environmental protection as the primary consideration, and strive to minimize environmental pollution, minimize the negative impact of consumption activities on the environment, and maximize long-term benefits [3]. At present, the definition of the connotation of green consumption pays attention to both short-term benefits and long-term development, and the essence is to improve environmental benefits [4]. After reviewing the literature, it is found that the research on green consumption willingness is mostly distributed in agricultural products and e-commerce platforms, and there are few studies on green consumption willingness and its influencing factors from the perspective of college students. It is of great significance to clarify college students' willingness to green consumption and its influencing factors, further study whether these influencing factors can affect college students' consumption habits, improve college students' awareness of green consumption, and stimulate their enthusiasm and initiative in green consumption. Under the dual carbon background, consumers' perceived value has an important impact on consumption willingness, which can improve consumers'

green consumption willingness [5]. In addition, the study found that lifestyle, environmental cognition, environmental responsibility, perception of environmental problems, and environmental behavioral skills all have an impact on green consumption behavior [6-8]. The fundamental measure to improve green consumption lies in improving public awareness of environmental protection and consciously practicing green and low-carbon consumption [4]. In view of this, this research will study green consumption willingness from the expected utility, expected effort, social influence, convenience conditions and perceived cost factors.

2. Theory and Hypothesis

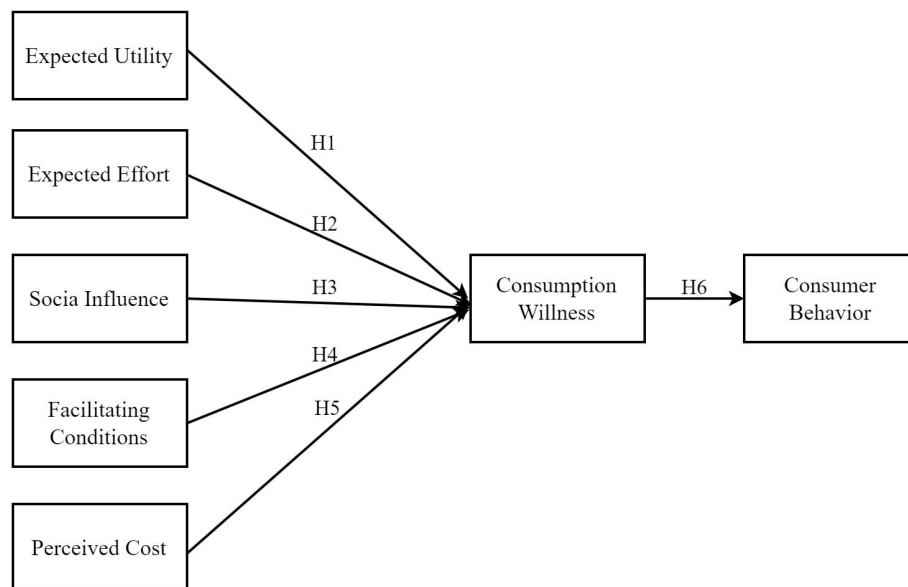


Figure 1. Model Construction

2.1 Expected Utility

In this paper, expected utility is defined as different degrees of help that college students perceive to bring to their daily life through green consumption, that is, the degree of perceived value or need satisfaction brought by green consumption. Many scholars such as Venkatesh have proved in their studies that expected utility has a positive impact on users' willingness to use [9]. Based on this, we proposed the hypotheses:

H1: Expected utility has a significant positive effect on green consumption willingness of college students.

The theoretical model of influencing factors of college students' green consumption willingness constructed in this paper is based on the UTAUT (Unified Theory of Acceptance and Use of Technology) model, combined with the research results of other scholars and the specific situation of college students in Jinhua City, the model is expanded and the measurement items of each dimension are reconsidered and redesigned. On the basis of the original four core variables of expected utility, expected effort, social influence and convenience in the model, an additional variable, perceived cost, is introduced to verify the influencing factors and action path of green consumption willingness. The constructed model is shown in Figure 1.

2.2 Expected Effort

Any new information technology needs to spend energy to learn and understand. When users come into contact with the technology, they will first make a choice through value judgment in cognition. Even if potential users recognize the utility of the technology, they will not use the technology if the cost of time and energy to learn and use it is too high [10]. In this paper, expected effort is defined as the degree of influence of college students on the time, energy and other factors needed to pay for green consumption, as well as their evaluation on the difficulty of green consumption operation, and whether the convenience of green consumption will affect

their willingness to use. Based on this, we proposed the hypotheses:

H2: Expected effort has a significant positive effect on green consumption willingness of college students.

2.3 Social Influence

Rogers believed that social influence is divided into two parts, namely, mass media (such as newspapers, radio, television, etc.) and interpersonal influence (relatives, friends, acquaintances, colleagues, etc.), both of which will affect individuals' willingness and behavior to adopt new technologies^[11]. In this paper, social influence is defined as the extent to which college students engaging in green consumption are influenced by social pressure. Social pressure comes from individuals or groups around college students and is vulnerable to the influence of others, and social factors indirectly affect consumption decisions. Accordingly, the hypothesis is proposed:

H3: Social influence has a significant positive effect on college students' consumption willingness.

2.4 Facilitating Conditions

Facilitating conditions refer to the provision of sufficient resources and support for users to adopt a technology^[12]. Facilitating conditions mainly include resource facilitating conditions and technology facilitating conditions. In this paper, Facilitating Conditions are defined as whether there are objective conditions for green consumption in Jinhua area, such as whether there are sufficient green consumption channels on campus and whether the green consumption process is cumbersome. Accordingly, the hypotheses are proposed:

H4: Facilitating Conditions have a significant positive effect on college students' consumption willingness.

2.5 Perceived Cost

Cost is a more common influence factor in the consumption process, and other costs such as time cost, labor cost, material cost and other costs spent in the consumption process constitute the perceived cost. Perceived cost is the sum of expenses perceived by users in the process of using a product or service. In this paper, perceived cost is defined as the sum of

costs that college students are willing to pay when they engage in green consumption, including material costs and spiritual costs. Accordingly, the hypothesis is proposed:

H5: Perceived cost has a significant negative effect on college students' willingness to consume.

2.6 Consumption Willingness and Consumption Behavior

Dodds proposed that willingness to buy is the possibility that consumers are about to purchase certain goods or services behavior, depending on the consumer's perceived experience, is the process that must be experienced before the purchase behavior occurs^[13]. In this paper, willingness to spend is defined as the likelihood of choices taken by college students to improve the quality of consumption, which can more accurately predict whether college students are willing to pay or not. Consumption behavior is defined as the actual actions taken by college students to carry out green consumption, including carrying out green consumption and publicizing green consumption. Hypotheses were formulated accordingly:

H6: Consumption willingness has a significant positive effect on college students' consumption behavior.

3. Empirical Analysis of the Influencing Factors of College Students' Green Consumption Behavior based on UTAUT Model

3.1 Sample Data Sources

During the period from September to December 2023, convenience sampling as well as a combination of online and offline questionnaires were used to survey three colleges and universities in Jinhua City, Zhejiang Province, and 255 questionnaires were issued and recovered. In order to ensure the validity of the samples, bad questionnaires such as short filling time or containing missing values were excluded, and 226 valid questionnaires were finally obtained, with a valid questionnaire recovery rate of 88.63%, which basically meets the research data needs. The data collected from 226 valid samples of individual characteristics questionnaires were analyzed using SPSS26.0 software. The basic

distribution and characteristics of the samples are shown in Table 1, the gender ratio of the respondents is about 5:5; the largest proportion of respondents aged 18-25 years old is 89.8%; among them, most of the respondents are undergraduates, accounting for 67.3%; the distribution of the respondents' professional categories is more uniform, with the proportion

of liberal arts, science, engineering and art categories being 23.9%, 19.5%, 29.2% respectively, 27.4%; the proportion of respondents whose monthly living expenses are within the range of 1001-2000 yuan is 66.4%; the proportion of only children in this research is 66.4%. The basic information of the sample is shown in Table 1.

Table 1. Basic Information of the Sample

Demographic characteristics		Frequency	Proportion %
Sex	Male	107	47.3
	Female	119	52.7
Age	Under 18 years old	1	0.4
	18-25 years old	203	89.8
	26-30 years old	19	8.4
	Above 30 years old	3	1.3
Academic qualifications	Specialized	42	18.6
	Undergraduate	152	67.3
	Master's Degree	21	9.3
	Doctoral student and above	11	4.9
Specialty	Arts	54	23.9
	Science	44	19.5
	Engineering	66	29.2
	Art	62	27.4
Monthly living expenses	Less than 1000RMB	6	2.7
	1001 Yuan-2000 Yuan	150	66.4
	2001 Yuan-3000 Yuan	63	27.9
	More than 3001Yuan	7	3.1
Whether you are an only child	Yes	150	66.4
	No	76	33.6

3.2 Questionnaire Design and Reliability Test

The questionnaire consists of two parts: the demographic characteristics of the respondents and the measurement items of each variable in the research model. After the pre-survey and modification of the questionnaire, the final results are "expected utility", "expected effort", "social influence", "convenience factors", "perceived cost", "consumption willingness", "reliability and validity". "Perceived Cost", "Consumption willingness", and "Consumption Behavior", with a total of 31

items, and each observed variable was measured by a five-level Likert scale, and each item was measured by a five-level Likert scale. Each item is scored from "1" to "5", corresponding to "strongly disagree", "relatively disagree", "generally disagree", "generally disagree", "strongly disagree", "relatively disagree", "generally disagree" and "generally disagree". Each item was scored from "1" to "5", corresponding to the five options of "strongly disagree", "relatively disagree", "generally agree", "relatively agree", and "strongly agree", and the values of each variable are shown in Table 2.

Table 2. Assignment of Variables

Variable	Assign a value
Sex	Male = 1, Female = 2
Age	Under 18=1, 18-25=2, 26-30=3, 30+=4
Academic qualifications	College=1, Bachelor=2, Master's Degree=3, Doctoral Degree and above=4
Specialty	Arts=1, Science=2, Engineering=3, Art=4

Monthly living expenses	Less than \$1,000=1, \$1,001-2,000=2, \$1,001-3,000=3, \$3,001 and above=4
Whether you are an only child	Yes=1, No=2
Knowledge	Continuous variable
Expected utility	Continuous variable
Expected effort	Continuous variable
Social influence	Continuous variable
Facilitating conditions	Continuous variable
Perceived cost	Continuous variable
Consumption willingness	Continuous variable
Consumption behavior	Continuous variable

The Cronbach's alpha coefficients of the selected variables in this study are all greater than 0.8, which means that it indicates high reliability of the research scale and high internal consistency among the measurement items. The observed variables designed with reference to the existing literature at home and abroad have a certain theoretical basis, and there are professionals to give guidance. And the KMO value of the scale is more than 0.5, passing the Bartlett's spherical test with significance level of 0.05. In the results of principal component extraction analysis of the constituent factors, a the items of each dimension were clearly clustered into one constituent factor, and the factor loading of each item was greater than 0.5, and the cumulative contribution rate of variance reached 69.695%, so the structural validity was confirmed, and it was possible to carry out the next step of the study.

3.3 Empirical Analysis and Hypothesis

Table 3 Summary of the Model of Each Variable and Consumption Willingness

Model summary ^b					
Model	R	R-square	Adjusted R-square	Error in standard estimation	Durbin-Watson
I	.587 ^a	.344	.329	.74354	2.027
a. Predictor Variables: (Constant), Perceived Cost, Convenience Factor, Expected Effort, Expected Utility, Social Influence					
b. Dependent variable: willingness to consume					

Further examination of the regression coefficients of the independent variables in Model I reveals that the three independent variables, namely, expected utility, convenience factors, and perceived cost, significantly and positively influence the college students' willingness to consume green at the same time, and the influence coefficients are 0.359, 0.190, 0.185, and 0.185 for t-test, respectively, 0.185, and the P-value of t-test is

Testing

3.3.1 Empirical analysis of influencing factors of college students' green consumption willingness

Multivariate linear regression is conducted with the dependent variable green consumption willingness on the five variables of expected utility, expected effort, social influence, convenience factors, and perceived cost, in order to test whether the hypothesis of the influence of the five independent variables on the dependent variable is valid. As shown in Model I in Table 3, the model fit is good, and the adjusted R-square reaches 0.329, indicating that the current regression model is able to explore the influencing factors of willingness to use relatively well. The linear regression model is significant, and the p-value of the F-statistic is less than 0.001, indicating that at least 1 independent variable can significantly influence the dependent variable willingness to use.

less than 0.05 (shown in Table 4), indicating that the hypothesis that expected utility and convenience factors have a significant positive impact on college students' green consumption willingness is valid, i.e., hypotheses H1 and H4 are valid; the perceived cost has a significant positive impact on college students' green consumption willingness, which is opposite to the hypothesis, and H5 is not valid; and the two factors of expected effort and

social influence have not passed the test, and H2 and H3 are not established.

Table 4 Results of Regression Analysis of Variables with Consumption Willingness

Ratio ^a								
Model	Unstandardized coefficient		Standardized coefficient	t	Significance	Covariance statistics		
	B	Standard error	Beta			Tolerances	VIF	
I	(Constant)	.680	.321		2.122	.035		
	EU	.359	.067	.331	5.363	.000	.785	1.274
	EE	.094	.064	.090	1.466	.144	.794	1.259
	SI	.043	.058	.047	.748	.455	.758	1.320
	FC	.190	.060	.188	3.145	.002	.830	1.204
	PC	.185	.057	.195	3.250	.001	.827	1.209

a. Dependent variable: willingness to consume

3.3.2 Empirical analysis of influencing factors of college students' green consumption behavior

One-way linear regression analysis of green consumption willingness with the dependent variable green consumption behavior to verify the proposed hypothesis H6. The results of the regression model are shown in Model II in Table 5, the model fit is better, the adjusted R-square reaches 0.249, and the P-value of the F-statistic is less than 0.001, i.e., the regression model can fit the influencing factors of the college students' green consumption behavior relatively well. From Model II, it can be concluded that consumption willingness significantly and positively affects green consumption behavior, the influence coefficient is 0.485, and the P value of t-test is less than 0.05 (shown in Table 6), which

indicates that consumption willingness positively affects college students' green consumption behavior, and the hypothesis H6 is verified. In order to ensure that the results of the regression model are accurate and reliable, diagnostic analysis of the above regression model found that the VIF values of the independent variables are less than 5, and there is no multicollinearity between the independent variables. The DW values of Model I and Model II are 2.027 and 2.245 respectively, which are near the value of 2, indicating that there is no serial correlation between the data, and the residuals of the two models obey the normal distribution, which indicates that the conclusions drawn from the two regression models set up in this study are true and reliable.

Table 5 Summary of Models of Consumption Willingness and Consumption Behavior

Model summary ^b					
Model	R	R-square	Adjusted R-square	Error in standard estimation	Durbin-Watson
II	.502 ^a	.252	.249	.75891	2.245

a. Predictor variable: (Constant), Consumption willingness
b. Dependent variable: consumption behavior

Table 6 Results of Regression Analysis of Consumption Willingness and Consumption Behavior

Ratio ^a							
Model	Unstandardized coefficient		Standardized coefficient	t	Significance	Covariance statistics	
	B	Standard error	Beta			Tolerances	B
II	(Constant)	1.950	.229		8.501	.000	
	Consumption willingness	.485	.056	.502	8.695	.000	1.000 1.000

a. Dependent variable: consumption behavior

3.3.3 Mediating effect test of consumption willingness

The steps of mediating effect test of green consumption willingness are shown in Table 7.

First, regression analysis with green consumption behavior on expected utility, expected effort, social influence, convenience factors, perceived cost, see model M1, found

that expected utility, expected effort, convenience factors, perceived cost and green consumption behavior are significantly positively correlated with β value of 0.145, 0.153, 0.220, 0.137, respectively, and the P-value reaches the significance level. Secondly, regression analysis of expected utility, expected effort, social influence, convenience factors, and perceived cost with green

consumption willingness is shown in Model M3, and the results show that expected utility, convenience factors, and perceived cost are significantly positively correlated with green consumption willingness, with β -values of 0.359, 0.190, and 0.185, respectively, and P-values are all less than the significance level of 0.05.

Table 7 Intermediation Effects on Green Consumption Behavior

Variable type		Consumption willingness		Consumption behavior
		M1	M2	M3
Independent variable	Expected utility	0.145*(0.070)	0.024(0.070)	0.359***(0.067)
	Expected effort	0.153*(0.067)	0.122(0.064)	0.094(0.064)
	Social influence	0.060(0.060)	0.046(0.057)	0.043(0.058)
	Facilitating conditions	0.220***(0.063)	0.156*(0.061)	0.190**(0.060)
	Perceived cost	0.137*(0.059)	0.075(0.057)	0.185***(0.057)
Intermediary variable	Consumption willingness		0.335***(0.066)	
Model summary	R-square	0.239	0.319	0.344
	Adjusted R-square	0.222	0.300	0.329
	F	13.846***	17.064***	23.088***

Note: ***, **, and * represent significance at the 0.001, 0.01, and 0.05 significance levels, respectively, and standard errors of unestimated coefficients are in parentheses.

Finally, regression analysis of expected utility, expected effort, social influence, convenience factor, perceived cost, and willingness to consume with green consumption behavior is shown in model M2, and it can be found that willingness to use is significantly and positively correlated with use behavior, $\beta = 0.335$, and the P-value is less than 0.05, while the independent variables of expected utility, social influence, and perceived cost have become non-significant, and the coefficient of the convenience factor, although significant, is lower than that of model M1 has been reduced, indicating that expected utility, expected effort, convenience factor, and perceived cost have an impact on green consumption behavior through the mediating effect of willingness to use.

Facilitating Conditions, perceived cost will significantly and positively affect consumption willingness, from the standardized regression coefficient height, the coefficient of expected utility is the highest, 0.331, due to the rise in sea level, global warming, the increase in extreme weather, man and nature are no longer living in harmony is no longer a slogan, so college students' expectations of green consumption is higher, green consumption can meet the needs of college students, can benefit future generations has a greater impact on their green consumption willingness. Whether green consumption can meet the needs of college students and benefit future generations has a greater impact on their green consumption willingness. Convenience is the next most important factor, with a coefficient of 0.188, indicating that social influence also significantly positively promotes college students' willingness to consume green, but because the green consumption channel in Jinhua is still in the preliminary stage of development, it needs to be improved and expanded. Perceived cost has a significant

4 Conclusions and Recommendations

4.1 Main Conclusions of the Study

4.1.1 Aspects of college students' green consumption willingness

From the perspective of college students' green consumption willingness, expected utility,

positive impact on college students' green consumption willingness, contrary to the hypothesis, with a coefficient of 0.195. With the continuous development of economic life, people's material conditions continue to improve, thus they have a higher spiritual pursuit and are more willing to pay for green. The Research Report on Climate Awareness and Behavior of Chinese Youth 2020 and the Report on Consumption Trends in China 2023 clearly indicate that young consumers are willing to make some contributions to the green life in the new era. Expectation of effort and social influence have no significant effect on college students' green consumption willingness.

4.1.2 Aspects of college students' green consumption behavior

From the aspect of college students' green consumption behavior, expected utility, expected effort, convenience, all positively affect consumption behavior. The standardized regression coefficient of consumption willingness is 0.502, which shows that college students' green consumption willingness will have a strong impact on green consumption behavior. The higher the consumption willingness of college students, the more frequent the consumption behavior of college students, which is in line with the basic hypothesis of the UTAUT model. College students can clearly realize the importance of green consumption, green consumption willingness is increasing, green and healthy life becomes a beautiful pursuit of contemporary people, and then make actions, realizing high willingness and high behavior. Green consumption is a rational decision-making process, and under the mediating effect of willingness to use, expected utility, expected effort, convenience factors, and perceived cost have an impact on green consumption behavior.

4.2 Research Recommendations

According to the above conclusions, college students' green consumption willingness should be continuously improved, and college students' green consumption behavior should be improved. It is necessary to cultivate college students' green consumption habits and upgrade their green consumption patterns. Accordingly, the following suggestions are

made.

4.2.1 Publicize green consumption and improve college students' expected utility

According to the analysis of influencing factors, expected utility is an important factor affecting college students' willingness to consume green, therefore, it is necessary to increase the publicity of green consumption and advocate a green and simple lifestyle. Actively guide college students' green consumption concepts and cultivate correct values of low-carbon life. Publicize the importance of environmental protection through WeChat public number, bulletin boards, etc., to raise college students' awareness of environmental protection. Actively carry out campus public welfare activities to guide college students to choose more low-carbon and environmentally friendly products. Organize green consumption knowledge competitions to deepen college students' understanding of green consumption. The development of low-carbon lifestyles among college students can start from the small things around them, such as clothing, food, housing, transportation and other aspects. Promote the recycling of old clothes, trade second-hand clothes or donate them to mountainous areas. Promote green canteens, recommend dine-in meals and reduce packing behavior. Participate in garbage classification and reuse shopping bags. Advocate low-carbon travel, use shared bicycles, public transportation and other modes of travel. Form a low-carbon and civilized, green and simple lifestyle and consumption pattern, and form a strong atmosphere for the whole campus to participate together.

4.2.2 Expand green consumption channels and provide college students with convenient conditions

Research shows that Facilitating Conditions are secondary factors affecting college students' willingness to consume green, mainly including the infrastructure environment and technical support services when consuming green. In terms of infrastructure environment, to provide more convenient purchasing channels, enterprises can provide both online and offline purchasing channels, so that consumers can buy green products and carry out green consumption anytime and anywhere. Offline can set up green consumption counters

in each store to guide college students to buy green energy-saving products. Online shopping malls set up a green consumption zone, which can attract more students to buy by issuing coupons. At the same time, optimize the green logistics system as much as possible, reduce the environmental impact of products in the transportation process, and realize the transparency and traceability of the whole chain of green products.

In terms of technical support services, to provide technical support to ensure that in the consumption process is smooth, Jinhua region technology use capacity is relatively weak, there is a technical service is not in place and other issues, to timely update the technical equipment, to ensure that college students in the green consumption problems encountered can be resolved in a timely manner, and thus achieve the enhancement of the willingness of the university color green consumption.

4.2.3 Meet the green consumption will, stimulate the consumption behavior of college students

The green consumption willingness of college students still needs to be improved. Consciousness has a reaction to matter, so the willingness to consume has a reaction to the consumption behavior, first of all, to establish the concept of sustainable development, and secondly, to actively participate in environmental protection activities, to create a more livable home for the individual, society. Green consumption is not only producing new products, reusing old products is also a way of green consumption. Second-hand trading channels can be established on campus to facilitate the sharing of idle resources among college students. For example, used textbooks can be reused and unused items can be sold to those in need. Establish a green consumption incentive mechanism and implement a green consumption reward program. Adopt a point system, accumulate a certain number of points can be exchanged for relevant rewards. Rewards are not only limited to material rewards, but can also provide honorary certificates and other spiritual rewards, which can not only meet the needs of college students, but also enhance their sense of participation and sense of honor, so as to stimulate the green consumption ability of college students. Let the green consumption of food, clothing,

housing and transportation become a necessity for consumers, and guide the transformation of college students' consumption behavior.

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