

PAD 情緒對綠色飯店預訂與回訪意圖之非對稱影響：S-O-R 模型之觀點

Asymmetric Effects of PAD Emotions on Green Hotel Booking and Revisit Intentions: An S-O-R Model Perspective

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2024 年《聯合國氣候變化綱要公約》第 29 屆締約方大會 (COP29) 發表促進旅遊業氣候行動宣言 (Enhanced Climate Action in Tourism) (Tourism, 2024)，觀光業的綠色轉型已從企業社會責任層次，上升至全球氣候治理的戰略核心。然而，實務上長期面臨態度-行為落差 (Attitude-behavior gap) 的僵局。因此，本研究旨在解構綠色行銷背後的情感機制，整合刺激-有機體-反應 (S-O-R) 框架 (Mehrabian & Russell, 1974) 與愉悅-喚起-支配 (PAD) 情緒模型，探討情緒如何在不同決策階段驅動購買意圖與再訪意圖。本研究主張綠色行銷不應僅是資訊傳遞，更是觸發內在心理反應的外部刺激 (S)，據此推演以下假設：

H1-H3：探討綠色行銷對愉悅感(P)、喚起感(A)與支配感(D)的正向關聯。

H4-H7：分析綠色行銷與 PAD 情緒三維度如何導向最終的決策反應 (購買與再訪意圖)。

H8-H10：檢定 PAD 情緒在路徑中扮演的中介角色。

本研究採量化研究設計，鎖定曾入住臺灣綠色旅館之消費者進行調查，回收有效問卷 327 份。資料分析透過 SmartPLS 軟體進行偏最小平方法結構方程式 (PLS-SEM) 驗證。測量模型顯示各構面信效度 (CR>0.7, AVE>0.5) 均達學術標準，且 HTMT 比率均低於 0.85，顯示本模型具備收斂與區別效度。結構模型對購買與再訪意圖的解釋力 (R^2) 分別達 54.3% 與 46.8%。在假說檢定方面，獲得以下核心成果：

綠色行銷對 PAD 三維度情緒皆具強烈的正向影響 ($\beta=0.619, 0.624, 0.621, p<0.001$, H1-H3 成立)，證實綠色行銷若轉化為心理價值，能產生廣泛的情感共鳴，且對購買與再訪意圖具直接影響 (H4a/b 成立)。

本研究關鍵發現為情緒維度的非對稱效果，愉悅與喚起對購買及再訪意圖有顯著的正向影響 (H5a/b、H6a/b 成立)，發揮了部分中介效果 (H8a/b、H9a/b 成立)，其中喚起感對再訪意圖的驅動力 ($\beta=0.278$) 最為顯著，顯示感覺愉快與覺得驚喜有趣是驅動長期忠誠的核心引擎。支配感顯著驅動並中介了購買意圖 (H7a、H10a 成立)，但對再訪意圖的直接與中介效果皆不顯著 (H7b、H10b 不成立)。這顯示消費者在初次決策時需要透過掌控環保資訊來降低不確定性，但長期關係的維繫則依賴於愉悅體驗的累積以及停留體驗帶來的互動活化。

本研究證實情感路徑是突破綠色消費困境的關鍵，實務上，旅宿業者應採取「雙軌策略」，將永續資訊轉譯為享樂型永續 (Hedonic Sustainability) 體驗，將枯燥的節能指標轉譯為具美感的自然設計或特色綠色餐飲，讓環保從道德義務變為高質感的感官愉悅。透過互動式生態體驗或綠色集點等遊戲化機制，維持消費者的喚起狀態，鞏固回訪動能。針對新客應加強透明資訊以建立信任與支配感，對於回訪客則應聚焦於創造環境氛圍帶來的愉悅與驚喜。

關鍵詞：綠色行銷、S-O-R 模型、PAD 模型、非對稱影響、永續觀光

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