

システム情報工学研究科特定課題研究報告書概要

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報告書題目			
Eco-Friendly Business Practices : Case Studies of Japanese Companies (環境に優しいビジネスプラクティス: 日本企業のケーススタディ) (Gender Attitudes Toward Going Green) ((エコ化に対するジェンダー意識))			
報告書概要			
<p>It is known that gender difference exists in some countries. Companies need to decide whether to target genders because of gender differences. In this chapter, there are two objectives. One objective is to determine if there is a gender difference in consumer attitudes toward “going green”. The other objective is to investigate the relationship between consumer attitudes toward “going green” and their attitudes toward Japanese companies engaged in environmentally friendly business activities. In this exploratory study, a questionnaire survey was conducted at Tsukuba University with a convenience sample of 193 students. Manager interviews were conducted with the three case study companies, Kao Corporation, Toyota Motor Corporation, and Ajinomoto Co. Inc. The results from independent t-test showed differences in gender attitudes toward environmental protection, green products, and environmentally corporate image. The results from factor analysis, the rotated factor matrix validated the underlying dimensions into five major dimensions (individual responsibility, importance, consciousness, corporate responsibility, and response to demand). The results from the multiple linear regression analysis revealed that there is a gender difference in the relationship between consumer attitudes on “going green” and their familiarity of Kao’s green products. Further investigation revealed that the factor of response to demand positively affected consumer perception on the environmental awareness of the case study companies and consumer attitudes toward the success in green product development of the case study companies. However, the factor of individual responsibility negatively affected consumer familiarity of Kao and Toyota’s green products. In conclusion, for all companies, green marketing should not target on genders. The results confirm the statements of the case study companies that they did not focus on gender in development of green products or green product campaigns.</p>			
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