

臺灣消費者對生態標章海鮮產品之意識及願付價格評估

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生態標章(Eco-labeling)是以市場導向為基礎的漁業管理工具，藉以改變漁業生產者的作業模式。本研究探討臺灣消費者海鮮消費習慣偏好及差異、消費者對現有的品質標章(CAS、產銷履歷標章)及生態標章之看法及購買意願，以期提供推廣生態標章之策略方向。本研究以網路問卷於 2016 年十月至十一月共蒐集 468 份問卷。研究結果顯示受訪者最常購買魚種以貝類、鮭魚及蝦類為主，主要影響消費的因素為新鮮度及口味，並不關心漁獲的捕撈方式。對於現有品質標章之認同程度，在年齡和教育程度有顯著差異，年長者及教育程度高者的購買意願較高，而生態標章之認同程度只有在教育程度有顯著差異，72.4%的受訪者認同生態標章，同時願意付較高的金額購買，兩者呈正相關。

關鍵字：永續漁業、生態標章、購買意願、願付價格

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Taiwan Consumers' Awareness and Willingness to Pay for Eco-labeled Seafood

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Eco-labeling is market-based initiative sustainable fisheries management, in order to change the fishing pattern of fisheries. This study aims to explore Taiwanese consumers' awareness and willingness to pay for existing quality label, such as CAS and TAP, and eco-labeled seafood, and to providing a strategic direction for the promotion of eco-labeling. In this study, 468 effective questionnaires were collected by web-based survey during October to November 2016. Results showed that top three types seafood consumed by Taiwanese were shells, salmon and shrimps. The factors that affected consumers to buy seafood were the freshness of seafood and favor, the least concern is the fishing gears. Regarding the perception of existing quality label, there are significant differences among age and educational level, the purchase intention from older and the high educational level was higher than others, but there was only significant differences among educational level in the recognition of eco-label. Results also indicated 72.4% of respondents trust eco-label, simultaneously there have positive correlation between willing to pay a high price for eco-labeled seafood.

Key words: Sustainable fisheries, Eco-label, Purchase Intention, Willingness to Pay

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