

From green mindset to green action

To explore the acceptance of sustainable business model among consumers in Taoyuan area, Taoyuan City: A case study of Daily Seed Store

壹、summary

This study takes the "Daily Seed Coffee Grocery Store" in Zhongli District, Taoyuan City as a case study to explore its sustainable business model and consumers' acceptance and purchase intention of the concept of sustainability. With the promotion of the United Nations SDGs, sustainable consumption has become a global trend, and "Daily Seeds" practices the business philosophy of environmental protection and low waste through naked sales, second-hand selection and community management. The study used literature analysis, questionnaire surveys and in-depth interviews to understand local consumers' awareness of sustainable products and their potential market acceptance. This study combines the 4P, 4C and SWOT marketing theories to provide strategic suggestions for small-scale sustainable coffee producers, and achieve a win-win goal of taking into account environmental, social and economic benefits.

貳、Company Profile

Founded in the 111th year of the Republic of China, it is located in the old house near Zhongli Railway Station, with the concept of sustainable circulation, combining selection, light food and environmentally friendly groceries. Focusing on their own dried fruits, naked goods and second-hand goods, encouraging self-brought containers, reducing plastic and loving the earth. Most of our customers are women aged between 25 and 40 and promote green living through community management. Daily Seed is an ideal space for practicing sustainability and carefully selecting things, and it is like a seed every day, and it naturally thrives.

參、Objectives:

- (一) Discuss the business model and strategy of the daily seed coffee grocery store
- (二) To explore the awareness of consumers in Taoyuan area in sustainable products
- (三) To explore whether consumers in Taoyuan area who have not purchased sustainable products have potential purchase intentions
- (四) Put forward the business strategy and suggestions of sustainable café for consumers in Taoyuan