



Project Title :

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消費者對無包裝(自備或租借循環容器)的接受度 與購買意願

Rising environmental awareness has brought attention to package-free stores and plastic reduction efforts. However, consumer behavior is still influenced by various factors. Our team used three research methods to collect and analyze data. First, we conducted a literature review to gather information on package-free shopping and sustainable consumption, helping us build an analytical framework. Second, we visited package-free stores and interviewed store owners to understand their business models. Lastly, we designed and distributed a questionnaire to analyze consumers' awareness, willingness to accept, and actual behavior, aiming to understand market acceptance and potential barriers to promotion.

Introduction to the Marketing Strategies Used by Our Team:

4P	Analyze the product, price, place, and promotion strategies from the producer's perspective and integrate them with the 4C model.
4C	Consumers value the 4Cs: customer needs, cost, convenience, and communication
SWOT	Use a SWOT analysis to explore the trend of zero-packaging in Taiwan

A total of 101 participants joined the survey.

1. Most people want stores to offer a packaging-free points system (like 10 points for a free drink under 70 NTD).
2. Some want bigger discounts.
3. A few want the government to make rules and run education programs.

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