



作品簡介

SDGs 是否影響消費者對產品的 購買意願？

SDGs 全名為 Sustainable Development Goals，是聯合國在2015年頒布「2030年永續發展議程」中提出的17個目標。可分為 3 大項：1.經濟成長2.社會進步3.環境保護

本組製作問卷詢問消費者意見

題目	結果
SDGs說明	多數的受訪者者並不知道SDGs
消費者對於實行SDGs造成價格影響的接受程度	大部分受訪者無價格差異下願購買SDGs產品。價格差異化下，剩一半左右願意購買，且調漲價格在5%以內
受訪者對於SDGs的看法	一半的受訪者在日後願意特別留意其購買之產品是否符合SDGs

本組根據問卷提出以下結論與建議

結論

- (一)SDGs還未普及
- (二)價格調漲下，對消費者的消費模式實際影響不大
- (三)不影響消費者的利益

建議

- (一)推廣SDGs
- (二)價格調漲不可超過消費者的接受度
- (三)企業提升品牌忠誠度



Introduction

SDGs 是否影響消費者對產品的購買意願?

The full name of SDGs is Sustainable Development Goals, which are the 17 goals proposed by the United Nations in the "2030 Agenda for Sustainable Development"

promulgated in 2015. It can be divided into 3 major items:

1. Economic growth 2. Social progress 3. Environmental protection

This group prepared a questionnaire to ask consumers for their opinions

topic	result
SDGs description	Most of the respondents are not aware of the SDGs
Consumer acceptance of the price impact of SDGs implementation	Most of the respondents are willing to buy SDGs products without price difference. Under the price differentiation, about half of the remaining ones are willing to buy, and the price increase should be within 5%.
Respondents' views on the SDGs	Half of the respondents are willing to pay special attention to whether the products they purchase comply with the SDGs in the future

conclusion and suggestion

conclusion

- 1 SDGs are not yet popular
- 2 Price increases will have little actual impact on consumers' consumption patterns
- 3 Does not affect the interests of consumers

suggestion

- 1 Promote SDGs
- 2 Price increases must not exceed consumer acceptance
- 3 Enterprises enhance brand loyalty