



# 東海大學學生報告 ePaper

報告題名：

真的有比較環保嗎？

限塑政策實施前後民眾的環保意識與行動改變

Is it green?

Comparison of environmental awareness and public support before and after the implementation of the Restriction Policy on Plastic Usage in Taiwan.

作者：劉家真、王思淳、李云、張芸愷、陳采潔、蔡佩玲

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開課老師：陳玫樺

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## 中文摘要

這篇報告的目的在於討論 2018 年 1 月 1 日限塑政策擴大實施後，民眾的行為是否有改變。我們原先認為民眾的環保意識及行動不會受政策影響。但經過問卷調查後，從消費者的角度，因頻率沒有變動太多，所以無法推斷出政策是否有效。而從政策中塑膠袋一元的實施策略，消費者確實會因為塑膠袋要收費而選擇不購買。另外，經訪問後，從店家的角度來看，受訪的四間店家皆認為消費者自備購物袋的頻率確實有上升。綜合消費者及店家的意見調查結果來看，民眾的環保意識及行動有提升，因此最後推定限塑政策確實有效。

**關鍵字：**限塑政策、環保意識及行動、購物袋、塑膠袋

### Abstract

The purpose of this study is to discuss whether people's behaviors would change after the government expanded the range of applying the plastic limitation policy on January 1, 2018. In the beginning, we assumed people's environmental awareness and action of being eco-friendly would not be affected by the policy. However, according to the questionnaire, it could not be told whether the policy is effective since there are no big differences on the frequency from consumers' point of view. In addition, according to the strategy that people should spend one dollar buying per plastic bag, consumers actually would choose not to buy plastic bags because they cost money. Moreover, according to the interviews, from the four shop owner's aspects, all of them believe that the frequency of consumers bringing their own shopping bags does increase. To conclude, people's environmental awareness and action of being eco-friendly do increase from both consumers and shop owners' point of view. Therefore, the final finding is that the plastic limitation policy is effective.

**Keywords:** plastic limitation policy, environmentally friendly, shopping bags, plastic bags

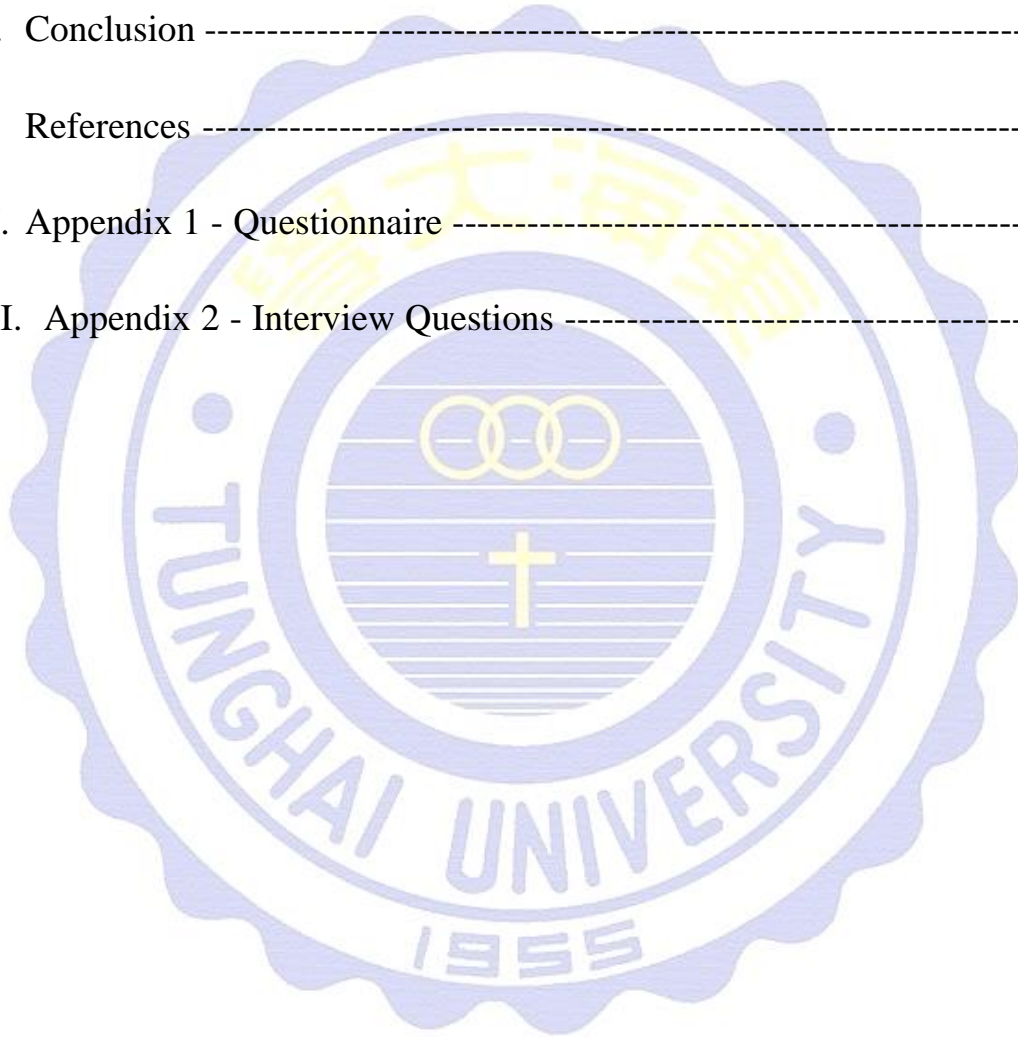
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## I. Introduction

Does the plastic limitation policy help people to be eco-friendly? In order to investigate people's behaviors, we designed a questionnaire for the consumers to fill in. Also, we prepared some interview questions for the shop owners. In this way, we can see from the shop owners' point of view, whether the policy can really have any impacts on people's behaviors.

Before we distributed our questionnaire and conducted the interviews, our presumption for the question asked in the first sentence of introduction was "NO." We proposed that those who used to bring their shopping bags when they go out will still do the same thing after the policy was applied. The other point was that it doesn't affect the consumers too much since it costs only one dollar per plastic bag.

However, the results we got after we finished analyzing the data are totally out of our expectation.

## II. Research Method

To conduct the research, we adopted both quantitative and qualitative methods. The reason why we chose to do both was that we can be more objective. Also, it would make our project more complete if we discuss a certain subject from different point of view. With the questionnaire and the interviews, we can not only understand the general opinions from the participants, but also know whether there are any changes of consumers' behaviors from the shop owners' perspectives.

For the quantitative method, we had the questionnaire (Appendix 1) for 250 people who stand as consumers to fill in. The questionnaire contains 36 questions in total, and we divided it into 3 parts. Firstly, we asked the participants about their background information. The second and the third parts are questions about people's behaviors "before and after" the policy. The answers for the two parts above can help us to make the comparison.

For the qualitative method, we had several interview questions (Appendix 2) for the shop owners. We chose 4 interviewees from different types of stores, including the restaurant, the food vender, the life necessary grocery store, and the clothes store. We asked the shop owners whether they apply the policy or not, the changing of consumers' behaviors, and their opinions toward the plastic limitation policy.

### III. Results and Discussion

#### A. Consumers

##### a. Comparison of the frequency of people bringing their own shopping bags before and after the policy was applied.

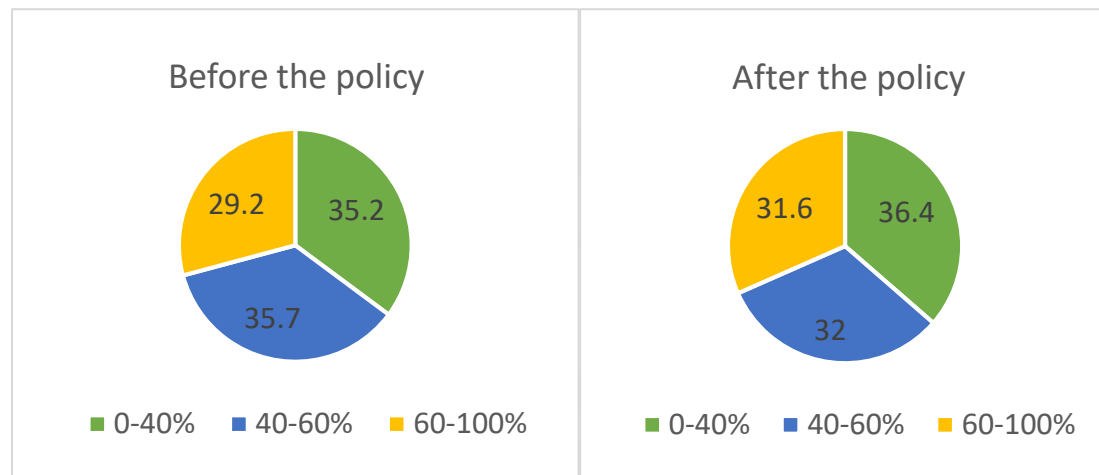


Figure 1 Frequency of consumers bringing their own shopping bags before the policy.

Figure 2 Frequency of consumers bringing their own shopping bags after the policy.

According to the Figure 1 & 2, the percentage of the part that “the frequency between 60-100% of consumers bringing their own shopping bags” increases by 2.4% after the policy was applied. The percentage of “the frequency between 40-60%” decreases 3.7%. The percentage of “the frequency between 0-40%” increases by 1.2%.

As the data shown in the paragraph above, the percentages of the three divisions only report slight differences. Take the parts that the numbers increased for example, firstly, the percentage between 0~40% increases 1.2% (3 people.) Secondly, the frequency between 60~100% increases 2.4% (6 people.) Since it doesn't show any big gaps among the numbers, it could not be concluded that the policy is effective in changing consumers' behaviors in this aspect.

## b. Influence of money factor

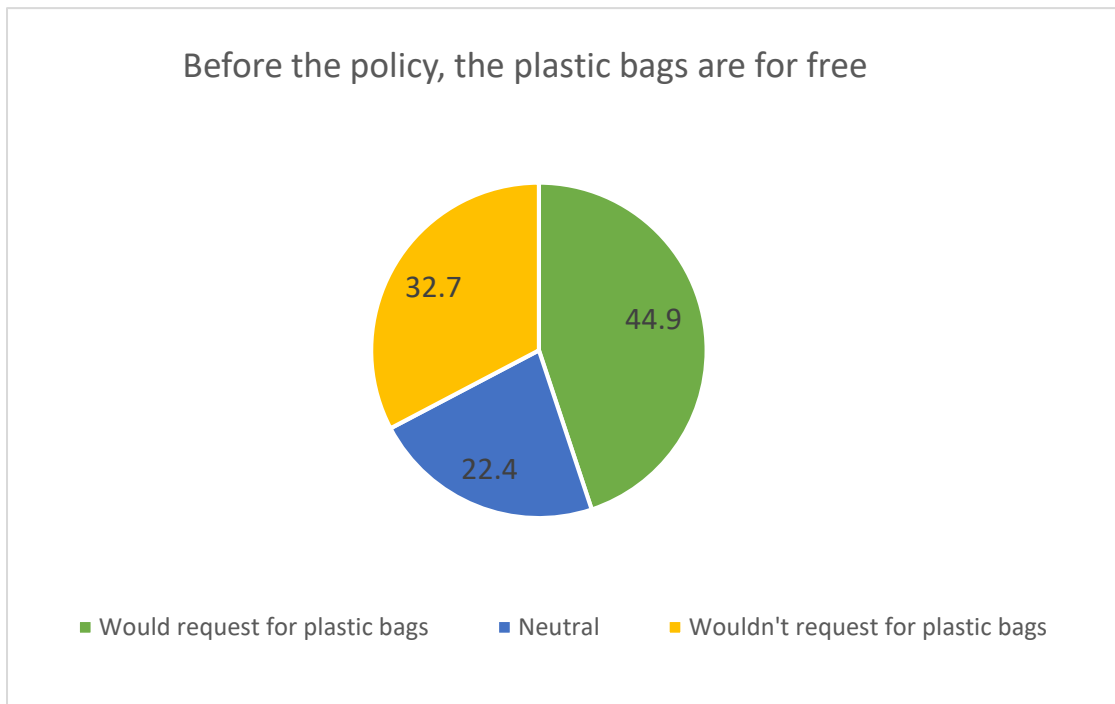


Figure 3 The percentage of consumers requesting plastic bags for free.

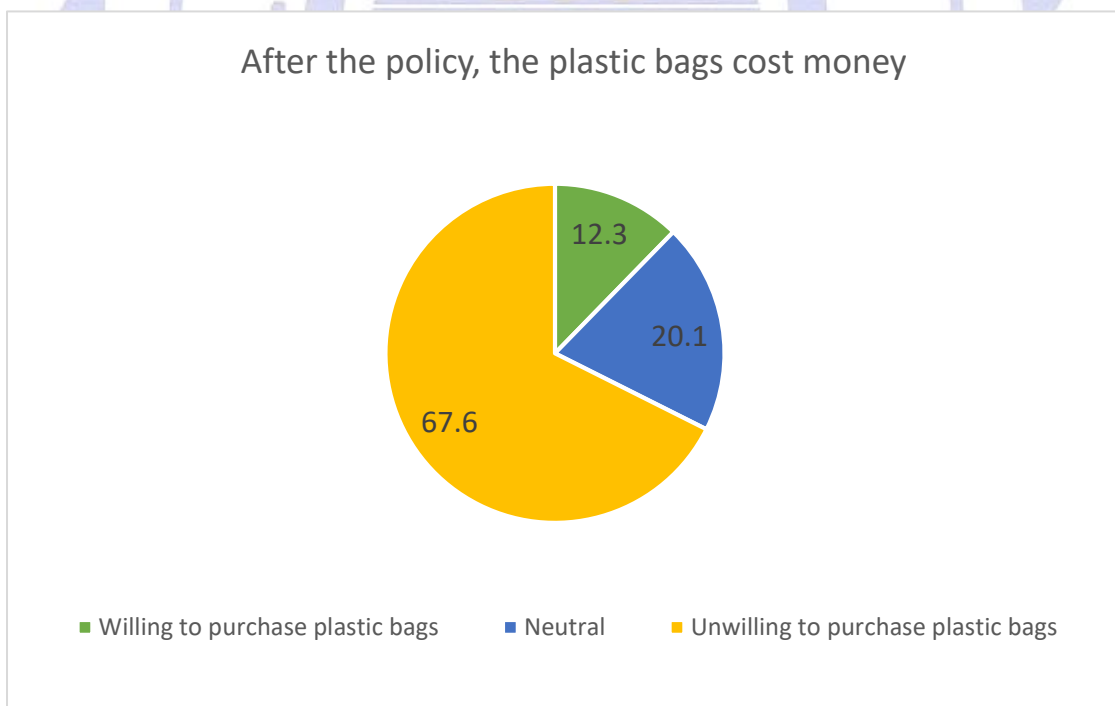


Figure 4 The percentage of consumers' willingness of buying plastic bags.



Although we have the result that fits our presumption, it is not convincing enough if we just drew the conclusion only by one argument. Therefore, we continued discussing it from another point. Interestingly, we got a totally different outcome.

As stated by the plastic limitation policy, the consumers would be asked whether to buy plastic bags or not when they finish purchasing. The strategy of the policy is to reduce the quantity through the price. This could allow the consumers to re-consider before taking plastic bags and to achieve the goal of the policy.

According to the data from Figure 3, before the policy, almost half of the consumers would take the plastic bags because they were free. There are 32.7% of people wouldn't request for plastic bags although they didn't cost money. However, as the number shown in Figure 4, the percentage of people who are unwilling to take the plastic bags has obviously increased after the policy was applied. In other words, more than half of the people wouldn't buy the plastic bags because they don't want to pay the money.

Based on the analysis above, we can get a short conclusion that “money matters to the consumers’ behaviors,” which is the opposite of our presumption.

### c. Environmental Awareness

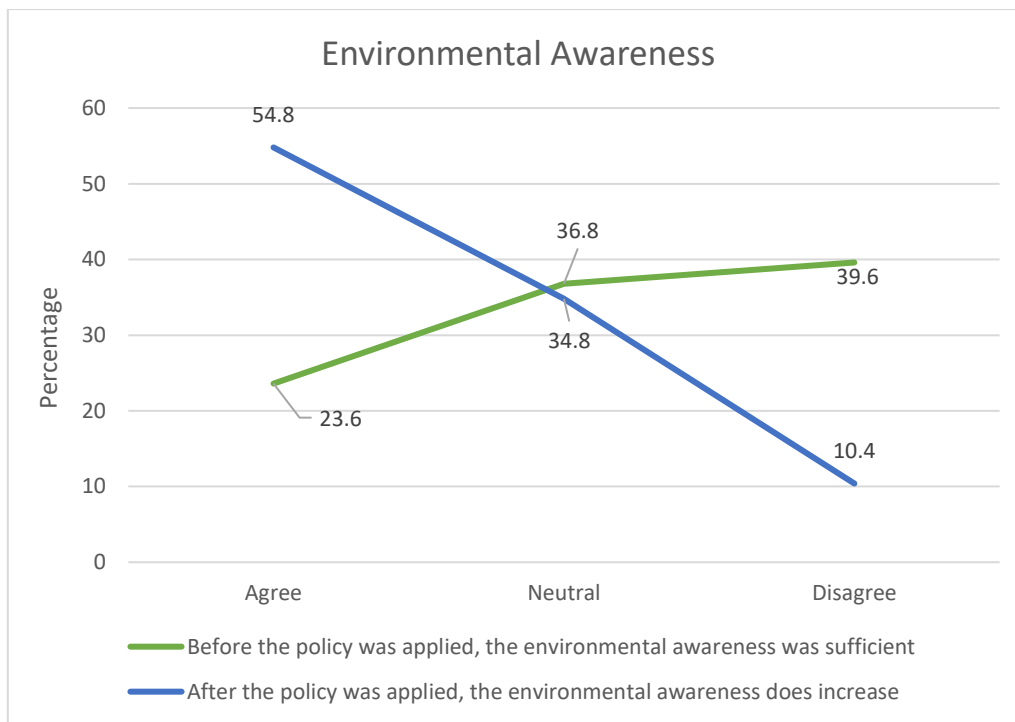


Figure 5 Consumers' opinions toward the environmental awareness

According to the Figure 5, the people who disagree “the environmental awareness was sufficient before the policy was applied” takes up 39.6%. This means that the majority of the participants think the public environmental awareness was insufficient. However, after the policy was applied, about 54.8% of people think “the environmental awareness does increase after the policy.” Therefore, the data shows that people’s environmental awareness does increase because of the policy.

#### d. The action of being eco-friendly

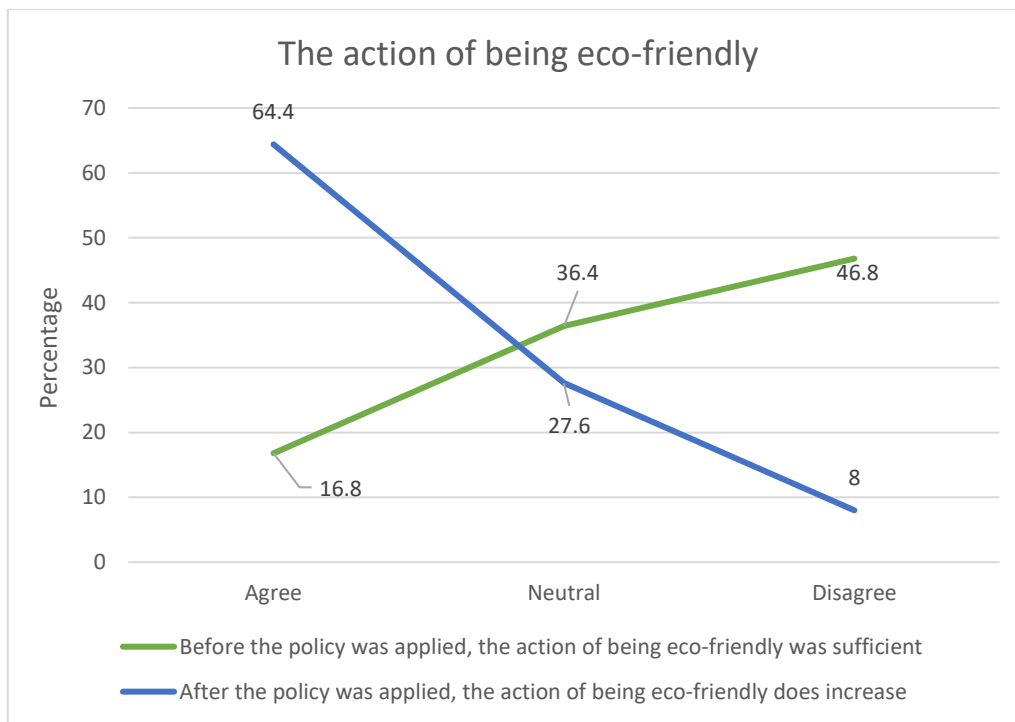


Figure 6 Consumers' opinions toward the action of being eco-friendly

The data of the action of being eco-friendly is similar to the one of the environmental awareness. Based on the data shown in Figure 6, most of the people don't think the public's actions of being eco-friendly was sufficient before the policy was applied. Yet, people who agree with "the action of being eco-friendly does increase" takes up 64.4%. As a result, the data reports that consumers' action of being eco-friendly does increase because of the policy.

## B. Shop Owners

Table 1 The contents and opinions of the four stores.

Category	Example Stores	Apply the policy	Whether the policy is helpful to environmentally friendly
Restaurant	集客現炒	X	O
Life necessary grocery	小雅	O	O
Food vendor	大鍋烙餅	X	O
Clothes store	Giordano	X	O

All of the shop owners we interviewed said that more and more consumers would bring their own shopping bags when they come to the stores after the policy was applied. Even though from the consumers' perspectives that the frequency of bringing their own shopping bags doesn't show big differences, it is still revealed that it does increase from the one of the shop owners'. Therefore, they think that the plastic limitation policy does help people to be eco-friendly.

The result we got is that no matter the stores apply the policy or not, the policy really affects consumers' behaviors from the shop owners' point of view.

#### IV. Conclusion

We assumed that people's behaviors would not be affected by the policy and be more environmentally friendly. Our presumption was that those who used to bring their shopping bags when they go out will still do the same thing after the policy was applied. In addition, money wouldn't matter since it costs only one dollar per plastic bag.

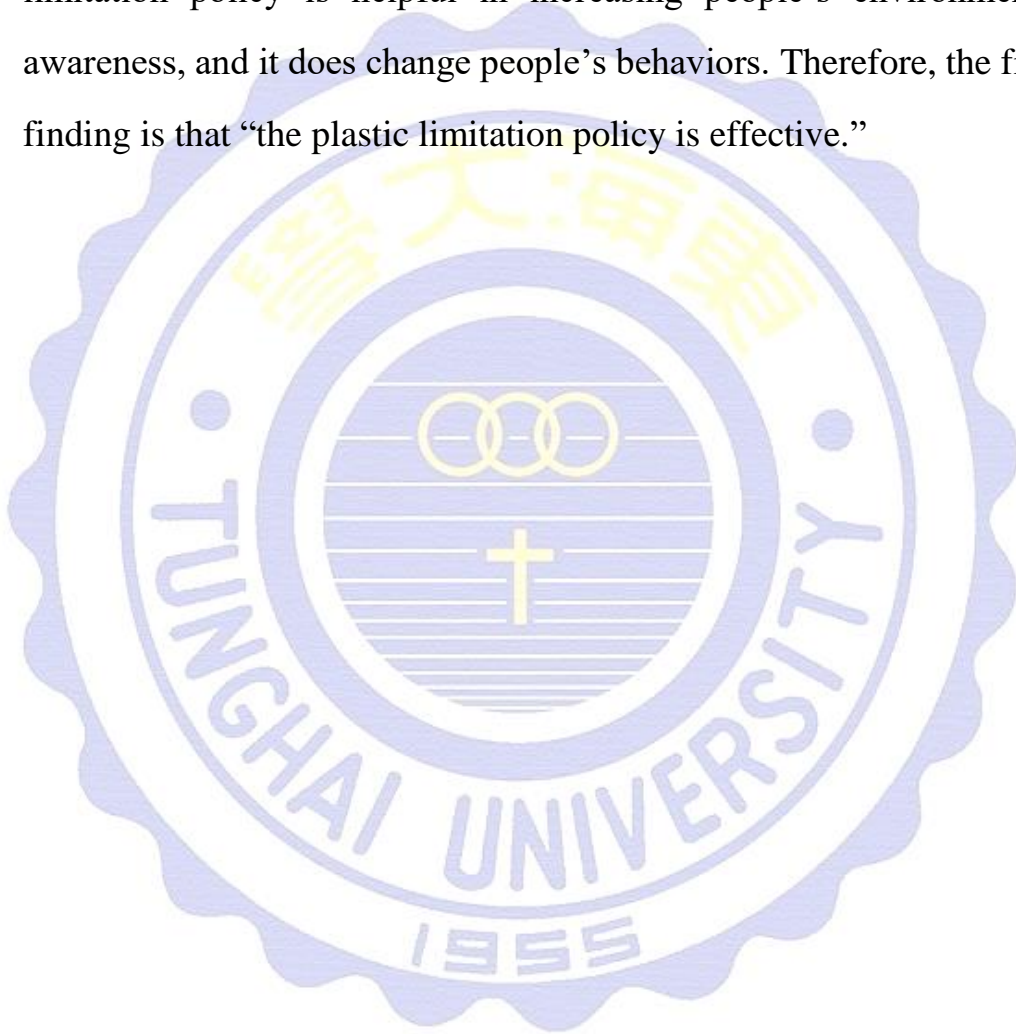
According to one of the result from the questionnaire, the frequencies of people bringing their own shopping bags don't have great differences between before and after the policy was applied. That is to say, if this issue is discussed from the consumers' perspectives, it could not be told whether the policy helps consumers to become environmentally friendly.

However, most people are unwilling to buy plastic bags after the policy was applied which means money actually matters. In other words, money is a factor which influences consumers' behaviors a lot. Secondly, people's environmental awareness and action of being eco-friendly do increase.

Apart from the perspective from the consumers, the shop owners declared that the number of people bringing their own shopping bags has increased since the plastic limitation policy was applied. From the shop owners' point of view, they think that the policy actually does help people become environmentally friendly, and the frequency of consumers bringing their own shopping bags does increase.

Furthermore, no matter the stores apply the policy or not, the interviewees all share the same opinion. That is to say the policy is effective.

To sum up, from the points we mentioned above, the plastic limitation policy is helpful in increasing people's environmental awareness, and it does change people's behaviors. Therefore, the final finding is that "the plastic limitation policy is effective."



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## VI. Appendix 1 - Questionnaire

### 第一部分：個人資料調查

1. 性別

-男

-女

2. 我的年級

-大一

-大二

-大三

-大四

3. 我居住的城市

-北部（臺北市、新北市、基隆市、桃園市、新竹市、新竹縣、宜蘭縣）

-中部（苗栗縣、臺中市、彰化縣、南投縣、雲林縣）

-南部（嘉義市、嘉義縣、臺南市、高雄市、屏東縣、澎湖縣）

-東部（花蓮縣、臺東縣）

-離島地區（金門縣、連江縣）

### 第二部分：限塑政策實施前

1. 我有買過購物袋

- 有

- 沒有

2. 我的購物袋材質為

- 棉

- 帆布

- 不織布

- 塑膠

3-1. 我購買購物袋的主要考量為：實用且環保，可重複利用

- 非常同意
- 同意
- 普通
- 不同意
- 非常不同意

3-2. 我購買購物袋的主要考量為：外觀精美

- 非常同意
- 同意
- 普通
- 不同意
- 非常不同意

3-3. 我購買購物袋的主要考量為：因為身邊的人都有買，所以也跟著買

- 非常同意
- 同意
- 普通
- 不同意
- 非常不同意

4. 我平常出門自備購物袋的頻率為

- 0-20%
- 20-40%
- 40-60%
- 60-80%
- 80-100%

5. 我購買完商品會索取塑膠袋

- 非常同意

- 同意
- 普通
- 不同意
- 非常不同意

6-1. 我會索取塑膠袋的理由為：因為是免費的

- 非常同意
- 同意
- 普通
- 不同意
- 非常不同意

6-2. 我會索取塑膠袋的理由為：方便裝取購買的物品（例如：熱湯、便當、東西太多）

- 非常同意
- 同意
- 普通
- 不同意
- 非常不同意

6-3. 我會索取塑膠袋的理由為：下次還可以重複利用

- 非常同意
- 同意
- 普通
- 不同意
- 非常不同意

7-1. 我不會索取塑膠袋的主要理由為：覺得不環保

- 非常同意
- 同意

- 普通
- 不同意
- 非常不同意

7-2. 我不會索取塑膠袋的主要理由為：覺得不需要（用手拿就好、東西可以放進自己的包包）

- 非常同意
- 同意
- 普通
- 不同意
- 非常不同意

8. 我認為限塑政策實施前民眾的環保意識足夠

- 非常同意
- 同意
- 普通
- 不同意
- 非常不同意

9. 我認為限塑政策實施前民眾的環保行動足夠

- 非常同意
- 同意
- 普通
- 不同意
- 非常不同意

第三部分：限塑政策實施後

1. 我是在限塑政策實施後才有自備購物袋的習慣

- 非常同意

- 同意
- 普通
- 不同意
- 非常不同意

2. 我平常出門自備購物袋的頻率為

- 0-20%
- 20-40%
- 40-60%
- 60-80%
- 80-100%

3. 我本身有購物袋(包含可重複使用的塑膠袋)，但當天出門忘記帶，所以還是會向商家購買塑膠袋

- 非常同意
- 同意
- 普通
- 不同意
- 非常不同意

4-1. 我會購買塑膠袋的主要理由為：方便裝取購買的物品（例如：熱湯、便當、東西太多）

- 非常同意
- 同意
- 普通
- 不同意
- 非常不同意

4-2. 我會購買塑膠袋的主要理由為：下次還可以重複利用

- 非常同意

- 同意
- 普通
- 不同意
- 非常不同意

5-1. 我不會購買塑膠袋的主要理由為：不想花錢

- 非常同意
- 同意
- 普通
- 不同意
- 非常不同意

5-2. 我不會購買塑膠袋的主要理由為：覺得不環保

- 非常同意
- 同意
- 普通
- 不同意
- 非常不同意

5-3. 我不會購買塑膠袋的主要理由為：覺得不需要（用手拿就好、東西可以放進自己的包包）

- 非常同意
- 同意
- 普通
- 不同意
- 非常不同意

6. 我認為限塑政策實施後民眾的環保意識有提高

- 非常同意
- 同意

- 普通
- 不同意
- 非常不同意

7. 我認為限塑政策實施後民眾的環保行動有增加

- 非常同意
- 同意
- 普通
- 不同意
- 非常不同意





## VII. Appendix 2 - Interview Questions

1. 本店是否實施限塑政策？
2. 限塑政策實施前後，消費者的購物行為有沒有任何改變？
3. 對於限塑政策的看法為何？它是否有助於環保？

