

無菸餐廳與業者特性影響業者是否採用無菸餐廳之探討

customers. The non-adopters perceived high financial barrier to become smoke-free due to additional costs related to renovation, and tended to favor dividing restaurants into smoking and non-smoking sections. Most restaurant owners felt that a city mandate, rather than voluntary participation, would be most effective in creating smoke-free environment.

The results showed that the diffusion of innovation theory appeared to be sufficiently applicable in this field of research. Characteristics such as the complexity 、 triability 、 relative advantage 、 compatibility 、 and observability of smoke free restaurants seemed to be associated with the adoption decision.