無菸餐廳與業者特性影響業者是否採用無菸餐廳之探討

The effects of restaurant and owner characteristics in the adoption of smoke-free environment

中文摘要

我國自 2003 年推廣無菸餐廳，本研究為了解餐廳業者決策過程中，有哪些是主要的影響因素？將以 Rogers 的創新傳播理論為基礎，深入探討在決策過程中餐廳業者與無菸餐廳的特性兩層面裡有哪些影響因素？以及討論創新傳播理論在無菸餐廳推廣計畫決策過程中的適用性。

本研究使用質性研究法，主要是以深入訪談為主，以半結構式問卷訪談 20 位餐廳業者，10 位採納「2003 年無菸餐廳」計畫的餐廳業者，10 位不採納「2003 年無菸餐廳」計畫的餐廳業者，受訪之餐廳主要以大台北縣市為主，依餐廳大小與餐廳類別來分類後選擇適當的受訪者。透過與餐廳業者的訪談了解影響餐廳業決策因素的全貌，依研究目的與創新傳播理論來做解釋分析。

本研究結果發現：一、餐廳業者與無菸餐廳的特性影響餐廳業者做決策，（一）餐廳業者對於菸害的認知影響他們對於無菸餐廳的態度與行為，舊餐飲文化也影響業者的採用意願。（二）餐廳業者認為大部分民眾對於二手菸忍受度極高，影響餐廳業者採用（三）餐廳業者最關心成為無菸餐廳後對於營運的影響（四）隔菸餐廳替代性高，影響餐廳業者採用（五）餐廳業者認為應確實執行菸害防治法，並逐步推動無菸餐廳立法（六）無菸餐廳不是可以輕易嘗試的改變，擔心客人不復返影響餐廳業者採用。二、創新傳播理論具有可適用性，餐廳業者特性對是否成為無菸餐廳有所影響，對反菸的認知與態度越正面較易成為無菸餐廳。無菸餐廳相容性、相對優缺點、複雜性、可試用性、可觀察性認知亦影響業者的採用意願。

英文摘要

In 2003, a program to encourage and persuade restaurants to become smoke-free was launched in Taiwan. The purposes of this research were to use diffusion of innovation theory as a basic theoretical framework, to investigate the characteristics of restaurants and owners associated with the adoption of smoke free environment, and to evaluate the applicability of diffusion of innovation theory in researches related to the adoptions of innovations among restaurant owners.

Qualitative in-depth interviews with 10 adopters and 10 non-adopters were conducted, and data from the interviews were analyzed.

The results showed that adopters had more knowledge regards risks associated with smoking than the non-adopters. Non-adopters generally viewed their customers as quite tolerate towards second-hand smoking, and more fearful of losing smoking

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.