

探討大學生的蔬食消費行為、飲食生活型態與蔬食消費動機之關係

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摘要

人們對食物偏好、選擇和飲食習慣是很難改變，但是氣候變遷造成的環境惡化卻是越來越嚴峻。因此，說服人們改變飲食習慣，轉向對環境永續較友善的蔬食消費變得越來越緊迫。本研究以南部 2 所科技大學的學生為主要研究對象，了解目前大學生的蔬食消費行為、飲食生活型態與蔬食消費動機之間的關係。結果發現吃蔬食的次數在經常蔬食最為普遍、吃蔬食的同伴主要是家人、平均一週蔬食消費金額在 500 元以下、最常選擇消費蔬食的通路在附有蔬食餐點的葷食餐廳、不選擇吃蔬食原因以不易取得，不方便佔多數。大學生的飲食生活型態最著重在美味取向，其次是安全考量及崇尚健康。蔬食消費動機排序是健康養生、養顏美容、重視環保。最後依據結果提出相關建議。

關鍵字：蔬食、消費行為、飲食生活型態、消費動機

Explore the relationship between college students' plant-based food consumption behavior, dietary lifestyle and consumption motivation

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Abstract

It is difficult to change people's food preferences, choices and eating habits, but the environmental degradation caused by climate change is becoming more and more severe. Therefore, it is urgent to persuade people to change their eating habits and switch to more environmentally sustainable plant-based consumption. This study takes students from two universities of technology in the south as the main research objects to understand the relationship between the current college students' plant-based consumption behavior, dietary lifestyle and motivation of plant-based food consumption. It was found that the frequency of eating vegetable food is the most common in regular vegetable eating, the companions of eating vegetable are mainly family members, the average weekly consumption of vegetable food is less than 500 yuan, and the most frequently chosen channel for consuming vegetable food is in those restaurants with vegetable meals. Most of the reasons why students do not choose to eat vegetables are not easy to obtain and inconvenient. The dietary lifestyle of college students focuses on delicious food, followed by safety considerations and advocating health. The motivations of plant-based consumption are health preservation, beauty and skincare, and environmental protection. Finally, recommendations are made based on the results.

Key words: plant-based food, consumption behavior, dietary lifestyle, consumption motivation