

台灣 (Taiwan, ROC)

葉桂珍, 國立成功大學企業管理學系(所)

個人社會價值觀、企業文化、與社會責任決策行為框架：框架效果法

**Study Documentation**

August 21, 2017

# Metadata Production

<b>Metadata Producer(s)</b>	學術調查研究資料庫(Survey Research Data Archive) (SRDA) , 中央研究院人社中心調查研究 專題中心 , DDI文件製作
<b>Production Date</b>	August 14, 2017
<b>Version</b>	2.0版, 參考IHSN Nesstar Template修改
<b>Identification</b>	E10264

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# 個人社會價值觀、企業文化、與社會責任決策行為框架：框架效果法

## *Personal Societal Values, Firm Culture, and Social Responsibility Decision Behavior Framing: A Framing Effect Approach*

Overview	
Type	無
Identification	E10264
Version	Production Date: 2017-08-14 1
<b>Abstract</b> 本計畫以實驗設計法在過去一年完成企業社會責任與消費者在經驗產品之關聯性，主要在證明企業社會責任(CSR)的市場誘因與效果，比如企業的CSR活動或行為是否能刺激顧客購買CSR相關高價商品，又或者當顧客知道他們購買的商品廠商有從事CSR活動時，是否會更忠於該廠商，且此效果是否擴及少有或從未購買CSR相關產品的顧客上。研究結果已完成初步驗證，顯示在產品外觀相同的情況下，即使價格相對較高，顧客會更樂意購買有實施CSR公司的產品。	
Kind of Data	抽樣調查資料 (Sample survey data)
Unit of Analysis	人

Scope & Coverage	
Time Period(s)	2015
Countries	台灣 (Taiwan, ROC)
<b>Geographic Coverage</b> 台南市	
<b>Universe</b> 社會大眾	

Producers & Sponsors	
Primary Investigator(s)	葉桂珍, 國立成功大學企業管理學系(所)
Other Producer(s)	國立成功大學企業管理系(所)
Funding Agency/ies	科技部

Data Collection	
Data Collection Dates	start 2015-02-01 end 2015-05-31
Time Period(s)	start 2013-08-01 end 2016-09-30
Data Collection Mode	面對面訪問 (Face-to-face Interviews)

## Data Processing & Appraisal

### Data Editing

中央研究院人文社會科學研究中心調查研究專題中心所進行的資料整理方式，為不合理值檢核。

## Accessibility

Contact(s)	學術調查研究資料庫(Survey Research Data Archive) (中央研究院人社中心調查研究專題中心), <a href="https://srda.sinica.edu.tw">https://srda.sinica.edu.tw</a> , <a href="mailto:srda@gate.sinica.edu.tw">srda@gate.sinica.edu.tw</a>
Distributor(s)	學術調查研究資料庫(Survey Research Data Archive)
Depositor(s)	國立成功大學企業管理學系(所)

### Access Conditions

會員版(一般會員、院內會員)--直接下載

# Files Description

Dataset contains 1 file(s)

E10264	
# Cases	311
# Variable(s)	33

# Variables Group(s)

Dataset contains 3 group(s)

## Group 壹、您對企業社會責任的看法

#	Name	Label	Type	Format	Valid	Invalid	Question
1	scenario	情境	discrete	numeric-11.0	311	0	-
2	understandcsr	壹.一.請問您是否了解所謂的企業社會責任是什麼?	discrete	numeric-11.0	311	0	-
3	supportcsr_1	壹.二(一)1.當我購物時,我會考慮廠商的道德形象	discrete	numeric-11.0	311	0	-
4	supportcsr_2	壹.二(一)2.我會避免購買不道德企業的產品	discrete	numeric-11.0	311	0	-
5	supportcsr_3	壹.二(一)3.我願意付較多的錢購買注重社會福利的公司的產品	discrete	numeric-11.0	311	0	-
6	supportcsr_4	壹.二(一)4.我願意付較多的錢購買有落實企業社會責任公司的商品	discrete	numeric-11.0	311	0	-
7	supportcsr_5	壹.二(一)5.當兩個產品的價錢與品質相同時,我會選擇購買有實施企業社會責任公司的產品	discrete	numeric-11.0	311	0	-
8	expcsr_1	壹.二(二)1.我認為企業有責任確保避免不道德的行為	discrete	numeric-11.0	311	0	-
9	expcsr_2	壹.二(二)2.我認為企業有責任從事符合高道德標準的行為	discrete	numeric-11.0	311	0	-
10	expcsr_3	壹.二(二)3.我認為和我有所互動的公司,其行為必須是道德的	discrete	numeric-11.0	311	0	-
11	expcsr_4	壹.二(二)4.我認為公司發生不道德行為,並沒什麼大不了	discrete	numeric-11.0	311	0	-

## Group 參、閱讀情境後的內心真實感受

#	Name	Label	Type	Format	Valid	Invalid	Question
1	brandc	參.一.依據上述情境,您平時購買的牛奶是那個牌子	discrete	numeric-11.0	311	0	-
2	uposter	參.二.您是否了解X牌的海報內容?	discrete	numeric-11.0	311	0	-
3	reactionxcsr	參.三.X牌的企業社會責任表現令您感到:	discrete	numeric-11.0	311	0	-
4	xcsr1	參.四.1.X牌證明它是關注環境保護	discrete	numeric-11.0	311	0	-
5	xcsr2	參.四.2.X牌證明它是有關注社會弱勢並且做有意義的投資	discrete	numeric-11.0	311	0	-

#	Name	Label	Type	Format	Valid	Invalid	Question
6	xcsr3	參.四.3.X牌證明它是注重員工福利並且提供優良的工作環境	discrete	numeric-11.0	311	0	-
7	xcsr4	參.四.4.X牌證明它實施良好的公司治理並且保持訊息透明化	discrete	numeric-10.0	311	0	-
8	buyingc1	參.五.1.購買哪一個品牌會令您增加自我認同感並感到良好?	discrete	numeric-11.0	311	0	-
9	buyingc2	參.五.2.購買哪一個品牌會令您覺得自己正在做對的事情?	discrete	numeric-11.0	311	0	-
10	buyingc3	參.五.3.購買哪一個品牌的機率較高?	discrete	numeric-11.0	311	0	-
11	buyingc4	參.五.4.比較樂意購買哪一個品牌?	discrete	numeric-11.0	311	0	-
12	price1	參.六.1.若具有企業社會責任的X牌,將價格改變為NT\$179,但牌維持NT\$159,請勾選您較會購買的品牌。	discrete	numeric-11.0	311	0	-
13	price2	參.六.2.若具有企業社會責任的X牌,將價格改變為NT\$184,但牌維持NT\$159,請勾選您較會購買的品牌。	discrete	numeric-11.0	311	0	-
14	price3	參.六.3.若具有企業社會責任的X牌,將價格改變為NT\$189,但牌維持NT\$159,請勾選您較會購買的品牌。	discrete	numeric-11.0	311	0	-
15	price4	參.六.4.若具有企業社會責任的X牌,將價格改變為NT\$194,但牌維持NT\$159,請勾選您較會購買的品牌。	discrete	numeric-11.0	311	0	-
16	price5	參.六.5.若具有企業社會責任的X牌,將價格改變為NT\$199,但牌維持NT\$159,請勾選您較會購買的品牌。	discrete	numeric-11.0	311	0	-
17	trust	參.七.看到前一頁所展示的海報,您會相信X牌公司有確實的實施企業社會責任	discrete	numeric-11.0	311	0	-

### Group 肆、基本資料

#	Name	Label	Type	Format	Valid	Invalid	Question
1	sex	肆.(一)1.性別	discrete	numeric-11.0	311	0	-
2	age	肆.(一)2.年齡	discrete	numeric-11.0	311	0	-
3	edu	肆.(一)3.學歷	discrete	numeric-11.0	311	0	-
4	prof	肆.(一)4.職業	discrete	numeric-11.0	311	0	-
5	spending	肆.(一)5.每月可支配零用錢為：	discrete	numeric-11.0	311	0	-



# Variables Description

**Dataset contains 33 variable(s)**

<b>File : E10264</b>			
# scenario: 情境			
Information	[Type= discrete] [Format=numeric] [Range= 1-3] [Missing=*]		
Statistics [NW/ W]	[Valid=311 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1	情境一	102	32.8%
2	情境二	99	31.8%
3	情境三	110	35.4%
Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.			
# understandcsr: 壹. 一. 請問您是否了解所謂的企業社會責任是什麼?			
Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]		
Statistics [NW/ W]	[Valid=311 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1	完全不了解	14	4.5%
2	些微了解	48	15.4%
3	還算了解	79	25.4%
4	了解	113	36.3%
5	非常了解	57	18.3%
Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.			
# supportcsr_1: 壹. 二(一)1. 當我購物時, 我會考慮廠商的道德形象			
Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]		
Statistics [NW/ W]	[Valid=311 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1	完全不同意	0	
2	不同意	0	
3	稍微不同意	0	
4	不同意不反對	3	1.0%
5	稍微同意	25	8.0%
6	同意	167	53.7%
7	完全同意	116	37.3%
Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.			
# supportcsr_2: 壹. 二(一)2. 我會避免購買不道德企業的產品			
Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]		
Statistics [NW/ W]	[Valid=311 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1	完全不同意	0	
2	不同意	0	
3	稍微不同意	0	
4	不同意不反對	5	1.6%
5	稍微同意	19	6.1%
6	同意	131	42.1%
7	完全同意	156	50.2%
Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.			

## File : E10264

# **supportcsr\_3:** 壹.二(一)3.我願意付較多的錢購買注重社會福利的公司的產品

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=311 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	完全不同意	0	
2	不同意	0	
3	稍微不同意	6	<div><div></div></div> 1.9%
4	不同意不反對	20	<div><div></div></div> 6.4%
5	稍微同意	94	<div><div></div></div> 30.2%
6	同意	119	<div><div></div></div> 38.3%
7	完全同意	72	<div><div></div></div> 23.2%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

# **supportcsr\_4:** 壹.二(一)4.我願意付較多的錢購買有落實企業社會責任公司的商品

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=311 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	完全不同意	0	
2	不同意	0	
3	稍微不同意	5	<div><div></div></div> 1.6%
4	不同意不反對	20	<div><div></div></div> 6.4%
5	稍微同意	68	<div><div></div></div> 21.9%
6	同意	129	<div><div></div></div> 41.5%
7	完全同意	89	<div><div></div></div> 28.6%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

# **supportcsr\_5:** 壹.二(一)5.當兩個產品的價錢與品質相同時，我會選擇購買有實施企業社會責任公司的產品

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=311 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	完全不同意	0	
2	不同意	0	
3	稍微不同意	0	
4	不同意不反對	3	<div><div></div></div> 1.0%
5	稍微同意	13	<div><div></div></div> 4.2%
6	同意	78	<div><div></div></div> 25.1%
7	完全同意	217	<div><div></div></div> 69.8%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

# **expcsr\_1:** 壹.二(二)1.我認為企業有責任確保避免不道德的行為

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=311 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	完全不同意	2	<div><div></div></div> 0.6%
2	不同意	2	<div><div></div></div> 0.6%
3	稍微不同意	0	

## File : E10264

# expcsr\_1: 壹.二(二)1.我認為企業有責任確保避免不道德的行為

Value	Label	Cases	Percentage
4	不同意不反對	3	1.0%
5	稍微同意	10	3.2%
6	同意	125	40.2%
7	完全同意	169	54.3%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

# expcsr\_2: 壹.二(二)2.我認為企業有責任從事符合高道德標準的行為

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=311 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	完全不同意	0	
2	不同意	1	0.3%
3	稍微不同意	1	0.3%
4	不同意不反對	10	3.2%
5	稍微同意	15	4.8%
6	同意	122	39.2%
7	完全同意	162	52.1%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

# expcsr\_3: 壹.二(二)3.我認為和我有所互動的公司，其行為必須是道德的

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=311 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	完全不同意	0	
2	不同意	0	
3	稍微不同意	0	
4	不同意不反對	14	4.5%
5	稍微同意	30	9.6%
6	同意	133	42.8%
7	完全同意	134	43.1%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

# expcsr\_4: 壹.二(二)4.我認為公司發生不道德行為，並沒什麼大不了

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=311 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	完全不同意	0	
2	不同意	0	
3	稍微不同意	0	
4	不同意不反對	8	2.6%
5	稍微同意	29	9.3%
6	同意	99	31.8%
7	完全同意	175	56.3%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

<b>File : E10264</b>			
# <b>brandc:</b> 參.一.依據上述情境，您平時購買的牛奶是那個牌子			
Information	[Type= discrete] [Format=numeric] [Range= 1-3] [Missing=*]		
Statistics [NW/ W]	[Valid=311 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1	X牌	135	<div><div></div></div> 43.4%
2	Y牌	120	<div><div></div></div> 38.6%
3	兩者皆非	56	<div><div></div></div> 18.0%
Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.			
# <b>uposter:</b> 參.二.您是否了解 <b>X</b> 牌的海報內容？			
Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]		
Statistics [NW/ W]	[Valid=311 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1	完全不清楚	5	<div><div></div></div> 1.6%
2	些微清楚	24	<div><div></div></div> 7.7%
3	還算清楚	39	<div><div></div></div> 12.5%
4	清楚	116	<div><div></div></div> 37.3%
5	完全清楚	127	<div><div></div></div> 40.8%
Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.			
# <b>reactionxcsr:</b> 參.三.X牌的企業社會責任表現令您感到：			
Information	[Type= discrete] [Format=numeric] [Range= 1-6] [Missing=*]		
Statistics [NW/ W]	[Valid=311 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1	差	0	
2	普通	10	<div><div></div></div> 3.2%
3	尚可	43	<div><div></div></div> 13.8%
4	良好	172	<div><div></div></div> 55.3%
5	優異	85	<div><div></div></div> 27.3%
6	遺漏值	1	<div><div></div></div> 0.3%
Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.			
# <b>xcsr1:</b> 參.四.1.X牌證明它是關注環境保護			
Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]		
Statistics [NW/ W]	[Valid=311 /-] [Invalid=0 /-]		
Value	Label	Cases	Percentage
1	完全不同意	0	
2	不同意	1	<div><div></div></div> 0.3%
3	稍微不同意	4	<div><div></div></div> 1.3%
4	不同意不反對	12	<div><div></div></div> 3.9%
5	稍微同意	35	<div><div></div></div> 11.3%
6	同意	139	<div><div></div></div> 44.7%
7	完全同意	120	<div><div></div></div> 38.6%
Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.			
# <b>xcsr2:</b> 參.四.2.X牌證明它是有關注社會弱勢並且做有意義的投資			
Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]		

## File : E10264

# **xcsr2:** 參.四.2.X牌證明它是有關注社會弱勢並且做有意義的投資

Statistics [NW/ W] [Valid=311 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	完全不同意	0	
2	不同意	1	0.3%
3	稍微不同意	3	1.0%
4	不同意不反對	16	5.1%
5	稍微同意	39	12.5%
6	同意	123	39.5%
7	完全同意	129	41.5%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

# **xcsr3:** 參.四.3.X牌證明它是注重員工福利並且提供優良的工作環境

Information [Type= discrete] [Format=numeric] [Range= 1-7] [Missing=\*]

Statistics [NW/ W] [Valid=311 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	完全不同意	1	0.3%
2	不同意	0	
3	稍微不同意	1	0.3%
4	不同意不反對	16	5.1%
5	稍微同意	44	14.1%
6	同意	125	40.2%
7	完全同意	124	39.9%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

# **xcsr4:** 參.四.4.X牌證明它實施良好的公司治理並且保持訊息透明化

Information [Type= discrete] [Format=numeric] [Range= 1-7] [Missing=\*]

Statistics [NW/ W] [Valid=311 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	完全不同意	0	
2	不同意	0	
3	稍微不同意	3	1.0%
4	不同意不反對	13	4.2%
5	稍微同意	45	14.5%
6	同意	122	39.2%
7	完全同意	128	41.2%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

# **buyingc1:** 參.五.1.購買哪一個品牌會令您增加自我認同感並感到良好?

Information [Type= discrete] [Format=numeric] [Range= 1-7] [Missing=\*]

Statistics [NW/ W] [Valid=311 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	X牌	138	44.4%
2		118	37.9%
3		29	9.3%
4	同樣	16	5.1%

## File : E10264

# **buyingc1:** 參.五.1.購買哪一個品牌會令您增加自我認同感並感到良好?

Value	Label	Cases	Percentage
5		3	1.0%
6		4	1.3%
7	Y牌	3	1.0%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

# **buyingc2:** 參.五.2.購買哪一個品牌會令您覺得自己正在做對的事情?

<b>Information</b>	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
<b>Statistics [NW/ W]</b>	[Valid=311 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	X牌	143	46.0%
2		109	35.0%
3		32	10.3%
4	同樣	19	6.1%
5		2	0.6%
6		4	1.3%
7	Y牌	2	0.6%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

# **buyingc3:** 參.五.3.購買哪一個品牌的機率較高?

<b>Information</b>	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
<b>Statistics [NW/ W]</b>	[Valid=311 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	X牌	137	44.1%
2		73	23.5%
3		44	14.1%
4	同樣	10	3.2%
5		18	5.8%
6		12	3.9%
7	Y牌	17	5.5%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

# **buyingc4:** 參.五.4.比較樂意購買哪一個品牌?

<b>Information</b>	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
<b>Statistics [NW/ W]</b>	[Valid=311 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	X牌	148	47.6%
2		69	22.2%
3		41	13.2%
4	同樣	13	4.2%
5		13	4.2%
6		13	4.2%
7	Y牌	14	4.5%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

## File : E10264

# **price1:** 參.六.1.若具有企業社會責任的**X**牌，將價格改變為**NT\$179**，但牌維持**NT\$159**，請勾選您較會購買的品牌。

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
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Statistics [NW/ W]	[Valid=311 /-] [Invalid=0 /-]
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Value	Label	Cases	Percentage
1	選擇X牌	167	<div></div> 53.7%
2		68	<div></div> 21.9%
3		35	<div></div> 11.3%
4	同樣	16	<div></div> 5.1%
5		6	<div></div> 1.9%
6		7	<div></div> 2.3%
7	選擇Y牌	12	<div></div> 3.9%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

# **price2:** 參.六.2.若具有企業社會責任的**X**牌，將價格改變為**NT\$184**，但牌維持**NT\$159**，請勾選您較會購買的品牌。

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
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Statistics [NW/ W]	[Valid=311 /-] [Invalid=0 /-]
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Value	Label	Cases	Percentage
1	選擇X牌	114	<div></div> 36.7%
2		82	<div></div> 26.4%
3		49	<div></div> 15.8%
4	同樣	20	<div></div> 6.4%
5		16	<div></div> 5.1%
6		12	<div></div> 3.9%
7	選擇Y牌	18	<div></div> 5.8%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

# **price3:** 參.六.3.若具有企業社會責任的**X**牌，將價格改變為**NT\$189**，但牌維持**NT\$159**，請勾選您較會購買的品牌。

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
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Statistics [NW/ W]	[Valid=311 /-] [Invalid=0 /-]
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Value	Label	Cases	Percentage
1	選擇X牌	80	<div></div> 25.7%
2		62	<div></div> 19.9%
3		59	<div></div> 19.0%
4	同樣	39	<div></div> 12.5%
5		23	<div></div> 7.4%
6		20	<div></div> 6.4%
7	選擇Y牌	28	<div></div> 9.0%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

# **price4:** 參.六.4.若具有企業社會責任的**X**牌，將價格改變為**NT\$194**，但牌維持**NT\$159**，請勾選您較會購買的品牌。

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
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Statistics [NW/ W]	[Valid=311 /-] [Invalid=0 /-]
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## File : E10264

# **price4:** 參.六.4.若具有企業社會責任的**X**牌，將價格改變為**NT\$194**，但牌維持**NT\$159**，請勾選您較會購買的品牌。

Value	Label	Cases	Percentage
1	選擇X牌	43	13.8%
2		62	19.9%
3		48	15.4%
4	同樣	34	10.9%
5		39	12.5%
6		30	9.6%
7	選擇Y牌	55	17.7%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

# **price5:** 參.六.5.若具有企業社會責任的**X**牌，將價格改變為**NT\$199**，但牌維持**NT\$159**，請勾選您較會購買的品牌。

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=311 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	選擇X牌	32	10.3%
2		53	17.0%
3		45	14.5%
4	同樣	26	8.4%
5		39	12.5%
6		38	12.2%
7	選擇Y牌	78	25.1%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

# **trust:** 參.七.看到前一頁所展示的海報，您會相信**X**牌公司有確實的實施企業社會責任

Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]
Statistics [NW/ W]	[Valid=311 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	完全不同意	4	1.3%
2	不同意	5	1.6%
3	稍微不同意	21	6.8%
4	不同意不反對	35	11.3%
5	稍微同意	79	25.4%
6	同意	119	38.3%
7	完全同意	48	15.4%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

# **sex:** 肆.(一)1.性別

Information	[Type= discrete] [Format=numeric] [Range= 1-2] [Missing=*]
Statistics [NW/ W]	[Valid=311 /-] [Invalid=0 /-]

Value	Label	Cases	Percentage
1	男性	160	51.4%
2	女性	151	48.6%

Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.

<b>File : E10264</b>			
# <b>age:</b> 肆.(一)2.年齡			
Information	[Type= discrete] [Format=numeric] [Range= 1-6] [Missing=*]		
Statistics [NW/ W]	[Valid=311 /-] [Invalid=0 /-]		
<b>Value</b>	<b>Label</b>	<b>Cases</b>	<b>Percentage</b>
1	20歲以下	18	<div><div></div></div> 5.8%
2	21-25歲	150	<div><div></div></div> 48.2%
3	26-30歲	37	<div><div></div></div> 11.9%
4	31-35歲	24	<div><div></div></div> 7.7%
5	36-40歲	53	<div><div></div></div> 17.0%
6	40歲以上	29	<div><div></div></div> 9.3%
<i>Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.</i>			
# <b>edu:</b> 肆.(一)3.學歷			
Information	[Type= discrete] [Format=numeric] [Range= 1-5] [Missing=*]		
Statistics [NW/ W]	[Valid=311 /-] [Invalid=0 /-]		
<b>Value</b>	<b>Label</b>	<b>Cases</b>	<b>Percentage</b>
1	高中職以下	73	<div><div></div></div> 23.5%
2	大專/大學	95	<div><div></div></div> 30.5%
3	碩士	142	<div><div></div></div> 45.7%
4	博士	1	<div><div></div></div> 0.3%
5	其他	0	
<i>Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.</i>			
# <b>prof:</b> 肆.(一)4.職業			
Information	[Type= discrete] [Format=numeric] [Range= 1-8] [Missing=*]		
Statistics [NW/ W]	[Valid=311 /-] [Invalid=0 /-]		
<b>Value</b>	<b>Label</b>	<b>Cases</b>	<b>Percentage</b>
1	學生	175	<div><div></div></div> 56.3%
2	製造/電子業	22	<div><div></div></div> 7.1%
3	工商服務業	24	<div><div></div></div> 7.7%
4	政府機構	21	<div><div></div></div> 6.8%
5	零售/物流業	27	<div><div></div></div> 8.7%
6	教育	19	<div><div></div></div> 6.1%
7	金融保險業	13	<div><div></div></div> 4.2%
8	其他	10	<div><div></div></div> 3.2%
<i>Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.</i>			
# <b>spending:</b> 肆.(一)5.每月可支配零用錢為：			
Information	[Type= discrete] [Format=numeric] [Range= 1-7] [Missing=*]		
Statistics [NW/ W]	[Valid=311 /-] [Invalid=0 /-]		
<b>Value</b>	<b>Label</b>	<b>Cases</b>	<b>Percentage</b>
1	5000元以下	29	<div><div></div></div> 9.3%
2	5001-10000元	92	<div><div></div></div> 29.6%
3	10001-20000元	99	<div><div></div></div> 31.8%
4	20001-30000元	34	<div><div></div></div> 10.9%
5	30001-40000元	30	<div><div></div></div> 9.6%

## File : E10264

# **spending:** 肆.(一)5. 每月可支配零用錢為：

Value	Label	Cases	Percentage
6	40001-50000元	18	<div></div> 5.8%
7	50001元以上	9	<div></div> 2.9%

*Warning: these figures indicate the number of cases found in the data file. They cannot be interpreted as summary statistics of the population of interest.*