

摘要

以往對於消費者對基因改造食品偏好及願付價格估計之研究，如 Moon (2001)、Chern et al. (2002)和 Fu (2004)，都是將兩個研究目的分開個別處理，因此就統計的觀點來說，這樣的分析方式是比較缺乏效率的。

本研究中提出一個整合式的分析方式，來分析台灣消費者對於基因改造食品的偏好以及願付溢價。本方法除了增進統計效率外，也同時納入願付價格分析中可能遇到因為受訪者對該財貨有強烈偏好，對於該財貨有再高價格都願意支付的傾向，因此預期本方法將可提供更高的準確度。

爲了研究台灣民眾對基因改造鮭魚的認知行爲，中央研究院調查研究專題中心在 2003 年進行了全台的電話訪問。而本研究發現台灣消費者願意多付目前平均市價之 12%來購買非基因改造飼料餵食之鮭魚。此外，消費者本身對於基因改造科技的看法、對基因改造科技的了解、以及消費者的年齡將扮演影響消費偏好以及願付溢價的高低之重要因素。

ABSTRACT

Previous researchers, such as Moon (2001), Chern *et al.* (2002), and Fu *et al.* (2004), attempted to analyze consumer preference toward genetically modified produces and to estimate a willingness to pay for them. These two objectives, however, have been conducted separately and therefore are deficient in statistical efficiency.

An integrated technique is introduced to understand how consumers in Taiwan perceive genetically modified produce as well as how much they are willing to pay a premium simultaneously. Apart from improving statistical efficiency, this newly proposed method also considers the possibility that consumers might be willing to pay any price if he/she strongly prefers this goods. Higher precision is expected under this scenario.

To investigate how public perceives genetically modified salmon, Center for Survey Research, Academia Sinica, conducted a telephone survey to Taiwanese consumers in 2003. Our study indicates that consumers are willing to pay a premium, about 12% of the average market price, for non-GM-fed salmon rather than GM-fed counter part. Moreover, the way consumers think of the risk regarding GM food, how much they know about GM food, and their age will all influence their consumption tendency and willingness to pay.