Identification of Factors Influencing Consumers Willing to Use on Shared Lunch Boxes

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Introduction

With the development of the network and the transformation of people’s lifestyles, takeaway has become an indispensable part of people’s lives. This study takes the shared lunch box as the main solution to take out lunch box pollution, and uses descriptive statistics and factor analysis to study consumers’ willingness to use shared lunch boxes and the influencing factors. The results show that consumers have a high acceptance of shared lunch boxes, environmental protection, visual, communication and recommendation are the main factor promoting consumers to use shared lunch boxes.

Research Questions

Aim 1: Consumer awareness and acceptance of shared lunch boxes.
Aim 2: Promoting factors for customers to accept shared lunch boxes.
Aim 3: The influence of influencing factors on the willingness to use the shared lunch box.
Aim 4: To offer suitable suggestions to promote the shared lunch boxes.

Methodologies

This study mainly used convenient sampling, random research methods to obtain questionnaires. The questionnaire included basic information, an analysis of the acceptance of factors related to shared lunch boxes, and an analysis of factors influencing the choice of shared lunch boxes. A total of 473 questionnaires were distributed, and 435 valid questionnaires were collected. Efficiency is 92%. Following the practice of most scholars, this study uses SPSS software to present the current status of research questions and identify factors influencing consumers’ choice of shared lunch boxes through percentage and factor analysis.

Conclusion

In this study, the principal factor analysis method with the largest rotation of orthogonal variance was used to determine the variables affecting consumers’ willingness to use shared lunch boxes, and a total of 7 factors were obtained, as shown in the table. Factor F1 is environmental protection, F2 is visual, demand, F3 is price, F4 is recycling channel, F5 is communication, F6 is recommendation and F7 is government intervention.

Environmental protection, visual, communication and recommendation are main effect factors for consumers to use.