

任务委托书

项目背景

本项目聚焦于**减少在中国境内将受保护和濒危外来鹦鹉及本土鸣禽作为宠物饲养的需求**。通过开展社会调查研究，我们希望深入了解驱动这些鸟类消费与饲养行为的因素，并为行为改变策略提供参考。研究成果将用于后续社会与行为改变（Social and Behavioural Change, SBC）项目的设计和实施。

研究目标

我们希望**通过这项研究深度洞察目标受众群体及其特定行为**。这些信息将对我们制定精准的信息传播策略、减少人们对濒危鸟类的需求提供支持。研究内容会覆盖：

- 识别并描述消费者的社会经济特征；
- 探索饲养鸟类的动机与阻碍因素；
- 了解消费者从“感兴趣”到“决定购买并饲养”的完整行为路径；
- 评估消费者对不同鸟种及其特性的偏好；
- 识别最容易接受行为改变的群体，以及对他们有吸引力的替代行为或做法。

（详见第 3 部分：目标受众细分。）

工作范围

受托方需开展以下工作：

1. 定性研究

设计并实施定性研究，识别饲养外来及本土鸟类消费者的关键行为、动机和障碍。研究应揭示宠物鸟饲养的深层驱动因素，包括对受保护物种的态度、对合法性的认知，以及社会、经济和情感影响。还需探索更细化的行为，如购买行为的触发因素（计划性 vs. 冲动性）、为合法或可持续替代方式的支付意愿、对鸟类来源和产地的偏好，以及消费者最看重并愿意为之买单的鸟类具体特征（如外观、颜色、鸣叫能力等）。

受托方需提出**最适合本项目的定性研究方法**。考虑到涉及饲养受保护物种等敏感话题，受托方还需说明在研究中不直接或带有指控性提问的前提下获取真实回答的方法，并在申请中提供应对相关挑战的策略。

2. 定量研究

基于定性研究成果，设计并实施定量调查，收集目标受众关于饲养受保护外来鹦鹉和本土鸣禽的行为及态度的详细反馈。

问卷需在开头设置筛选问题，确保仅获取目标受众的数据，这对受众细分尤为重要。问题设计应谨慎，确保涉及敏感话题（如饲养受保护物种的合法性）时不会引发受访者的抵触心理，并能真实、准确地获取受访者的回答。受托方需提出合适的方法来收集这类敏感问题的可靠数据。

受托方需根据项目目标及社会研究标准确定并论证合适的样本量，确保问卷调查的数量足够多且覆盖具有代表性的目标人群，使数据可靠且具有统计意义。样本应反映目标受众的多样性，涵盖与中国宠物鸟市场相关的主要社会经济变量（如年龄、性别、地区、收入水平、教育程度及宠物饲养情况等）。

3. 目标受众细分

基于定性与定量研究成果，受托方需划分并描述不同的消费者群体，包括：

- **社会经济特征：** 年龄、性别、收入水平、教育、职业、生活城市等；
- **饲养经历：** 当下、曾经或潜在鸟类饲养者；饲养时长；是否接触过受保护物种；
- **消费历程：** 从感兴趣到购买、饲养的全过程，包括信息来源、决策路径、与卖家或其他饲养者的互动；
- **饲养动机：** 情感（如陪伴、美学价值）、社会（如地位象征、圈层影响）、经济（如繁殖、转售）；
- **饲养障碍：** 法律风险、照料难度、经济负担、社会接受度、特定物种获取困难等；
- **购买行为：** 偏好外来鹦鹉或本土鸣禽；选择二手或新繁殖鸟、成鸟或幼鸟；常见购买渠道（宠物店、市场、社交媒体、救助中心、养殖户等）；
- **潜在替代行为：** 最易接受改变的群体，对合法或可持续选择的买单意愿，以及他们可能接受的替代做法（如饲养合法家养鸟、观鸟、数字宠物等）。

4. 数据分析与报告

分析定性与定量数据，生成关于当前消费者行为动机与障碍的明确结论。**提交一份最终消费者研究报告**，包含各研究环节的完整结果，重点聚焦外来和本土鸟类的目标受众细分。报告还需包括消费者行为路径图、消费行为的主要影响因素以及能引发受众共鸣的宣传信息建议，同时提出可行的替代行为及行为改变的提交一份最终消费者研究报告，包含各研究环节的完整结果，重点聚焦外来和本土鸟类的目标受众细分。报告还需包括消费者行为路径图、消费行为的主要影响因素以及能引发受众共鸣的宣传信息建议，同时提出可行的替代行为及行为改变的杠杆点，为减少需求的活动设计提供依据。

项目交付成果

- 1. **研究计划：** 包括方法、抽样策略、数据收集方法、数据管理计划、数据分析计划及时间表。
- 2. **数据收集计划：** 包括详细的调查方案、数据收集方法及时间安排。
- 3. **问卷（中英文）与数据收集表（中英文）：** 用于定性研究与定量调查。
- 4. **调查数据：** 定性与定量调查的原始数据及记录。
- 5. **定性数据分析报告（中英文）：** 定性研究中对于消费者行为与动机的关键洞察。
- 6. **综合消费者研究报告（中英文）：** 定量研究最终报告，含分析、结论及减少需求的建议，并附完整数据集和研究结果。
- 7. **研究成果汇报：** 总结研究成果的展示文稿，聚焦在中国境内将受保护和濒危外来鹦鹉及本土鸣禽作为宠物饲养的行为研究。

拟定项目时间表

2025 年 8 至 10 月

阶段	主要工作	时间
合同签署和项目启动	签订合同，召开启动会议	8 月 11 - 15 日
研究设计与准备	提交详细研究计划（定性调查方法、问卷框架、抽样策略、敏感数据收集方法等）	8 月 15 - 22 日
定性研究	开展定性研究并提交初步分析报告	8 月 23 日 - 9 月 7 日
定量研究	完成问卷试点并实施大规模调查	9 月 8 日 - 9 月 28 日
分析与报告撰写	数据分析、受众细分、撰写并修订研究报告	9 月 29 日 - 10 月 20 日
最终提交	提交综合消费者研究报告	10 月 24 日前

提案要求

有意参与的机构请提交**中英文双语**的 PDF 格式提案，内容包括：

研究方法与思路、工作计划和时间安排、预算明细、团队构成、相关项目经验、本地知识或资源整合的能力证明。

请在 2025 年 8 月 8 日前将完整提案发送至 trafficchina@traffic.org。

Terms of Reference

Background

This project focuses on demand reduction for protected and endangered exotic pet parrots and native songbirds in China. The goal is to understand the factors driving the consumption and keeping of these birds as pets and inform strategies for behaviour change. The project will involve a social survey with outcomes to be used in Social and Behavioural Change (SBC) programming.

Objective

This research should generate critical insights into the specific behaviours and audience segments to target, and support the development of messaging strategies to reduce demand for endangered species by: identifying and describing the socio-demographic characteristics of consumers; exploring motivations and barriers for bird keeping; understanding the full consumer journey; assessing preferences for different bird species and attributes; and identifying segments most open to behaviour change and the alternative practices that could appeal to them. *For more details, see Section 3: Target Audience Segmentation.*

Scope of Work

The contractor is tasked with carrying out the following activities:

1. **Qualitative Research:**

Design and implement qualitative research to identify key behaviours, motivations, and barriers among consumers who keep exotic and native birds as pets. This research will help identify the underlying drivers of pet bird ownership, including attitudes toward protected species, perceptions of legality, and social, economic, and emotional influences. It should also explore more nuanced behaviours such as triggers for purchase (e.g., planned vs. impulsive decisions), willingness to pay for legal or sustainable options, preferred sources and bird origins, and the specific traits (e.g., appearance, colour, vocal ability) consumers seek and are willing to pay more for.

The contractor is responsible for **proposing the most appropriate qualitative research methods** for the project. Given the sensitivity of topics such as the ownership of protected species, the contractor should also outline their approach to eliciting honest insights without asking overly direct or incriminating questions and share their proposed strategies for navigating such challenges as part of their application.

2. Quantitative Research:

Design and implement a quantitative survey based on insights gained from the qualitative research to gather detailed feedback from the target audience on their behaviours and attitudes towards keeping protected exotic parrots and native songbirds as pets.

The questionnaire should include **filter questions** at the start to ensure the only data obtained is indeed from the target audience, which is important for target audience segmentation. Also, the questions should be carefully crafted to ensure the inclusion of sensitive topics, such as the legality of keeping protected species, will **not create resistance and can elicit honest and accurate responses** from participants. The contractor should propose appropriate techniques to gather reliable data on these sensitive issues.

The contractor is responsible for **determining and justifying the effective sample size**, based on project objectives and standards for robust social research. The contractor should ensure that the survey is administered to a **sufficiently large and representative sample of the target population**, so that the data is reliable and statistically significant. The sample size should **reflect the diversity within the target audience** and cover key demographic variables that are relevant to the pet bird market in China (e.g., age, gender, location, income level, education, and pet ownership status).

3. Target Audience Segmentation:

Based on the insights gathered through both qualitative and quantitative research, the contractor will identify and describe distinct consumer segments, which should address:

- **Demographic characteristics:**
Including age, gender, income level, education background, occupation, and geographic location, etc.
- **Previous experiences with bird keeping:**
Whether individuals are current, former, or prospective bird owners; how long they have kept birds; and their exposure to protected species.
- **Consumer journey:**
Typical pathways from initial interest to acquisition and ownership, including where and how consumers gather information, make purchasing decisions, and interact with sellers or other bird owners.
- **Motivations for keeping birds:**
Emotional (e.g. companionship, aesthetic value), social (e.g. status symbol, community influence), or economic (e.g. breeding, resale) drivers behind bird ownership.

- **Barriers for keeping birds:**

Factors such as legal risks, perceived difficulty in care, financial burden, social disapproval, or lack of access to certain species.

- **Purchase behaviours:**

Consumer tendencies regarding exotic parrots versus native songbirds; preferences for specific species within those categories; choices between pre-owned and newly bred birds, or adults and juveniles; and common purchasing channels (e.g., pet shops, markets, social media sellers, rescue centers, or individual breeders).

- **Potential for alternative behaviours:**

Identification of consumer segments most open to change, willingness to pay for legal or sustainable options, and what alternative practices (e.g., adopting legal domestic species, birdwatching, or digital pet ownership) might appeal to them.

The segmentation should result in actionable profiles that can guide communication strategies, message framing, and channel selection in future SBC interventions.

4. **Data Analysis and Reporting:**

Analyse both qualitative and quantitative data to generate clear findings on motivations and barriers for current consumer behaviours and highlight desired alternative behaviours and levers for change to inform demand reduction interventions.

Provide a final consumer study report that includes comprehensive results from each component of the social research, with a clear focus on the segmentation of target audiences for exotic and native bird species.

The report should include behaviour maps, influential factors, and **actionable recommendations** for messages that resonate with target audiences. It will also highlight desired alternative behaviours and levers for change to **inform demand reduction interventions**.

Project Outputs

1. **Research Plan:** Includes methodology, sample strategy, data collection methods, data management plan, data analysis plan, and timeline.
2. **Data Collection Plan:** Detailed survey agenda, data collection methods, and timeline.
3. **Questionnaires (EN & CN) and Data Collection Forms (EN & CN):** Developed for qualitative research and quantitative surveys respectively.

4. **Survey Data:** Raw data sets and records from qualitative and quantitative surveys in a shareable format.
5. **Qualitative Data Analysis Report (EN & CN):** From qualitative research, including key insights on consumer behaviours and motivations.
6. **Comprehensive Consumer Study Report (EN & CN):** A final report from quantitative research including analysis, conclusions, and recommendations for demand reduction, with full data sets and findings.
7. **Presentation of Key Findings:** Presentation summarizing the research outcomes, with a focus on both exotic parrots and native songbirds.

Proposed Timeline

August – October 2025

Phase	Activity	Timeline
Contracting & Kick-off	Finalize contract and hold project kick-off meeting	August 11-15
Research Design & Preparation	Contractor submits detailed research plan, including: – Proposed qualitative methods – Questionnaire framework – Sampling strategy – Tools for gathering sensitive data	August 15–22
Qualitative Research Phase	Conduct qualitative research and carry out initial analysis Provide qualitative data analysis report	August 23 – September 7
Quantitative Survey Phase	Finalize and pilot questionnaire, then implement full-scale survey	September 8 – September 28
Analysis & Reporting	Analyze data, segment audiences, draft and revise final report	September 29 – October 20
Final Deliverable Submission	Submit final consumer study report	By October 24

Next Steps & Proposal Requirements

Interested agencies are invited to submit a proposal (**in both English and Chinese**) that includes the following components: proposed methodology, work plan and timeline, budget breakdown, team composition, previous relevant work, and evidence of local knowledge or incorporation.

Please submit your complete proposal in PDF format to trafficchina@traffic.org by **August 8, 2025**.