

The Relationship among Perceived risk, Product Involvement, and Purchase Intention-An Example of Import the USA beef :

陳達英、王學銘

E-mail: 365777@mail.dyu.edu.tw

ABSTRACT

This study aims to explore the U.S. beef imports, by investigating the relationship between consumer 's awareness of the risk (perceived risk) and its purchase intention. And at the same time to further explore the interference effect between consumer products involvement on perceived risk and purchase intention. With expectation to find a consumer product involvement will slow down the perceived risk of the negative purchase intention. It uses reliability analysis, validity of the Person correlation coefficient, and regression analysis as the methodology to analyze the data. Convenience sampling questionnaires are issued to several major super markets ' consumers in Taichung city. The findings are as below: (1) physical risk and psychological risk and purchase intention was negatively related; (2) Financial risk and willingness to buy presents a positive relationship; (3) Perceived risk and consumer willingness to buy is partially negative related; (4) Consumer 's involvement degree and willingness to buy is significantly positive relationship; (5) Consumer involvement on perceived risk and purchase intention is partially moderate effected; (6) Consumer involvement will weaken the physical risks and psychological risks to their willingness to buy are negatively related, and will further converted to a positive relationship.

Keywords : Perceived risk、 product involvement、 intention to purchase、 American beef controversy

Table of Contents

中文摘要	iii	英文摘要	iv	誌謝	v	目錄	vii
.....	vi	圖目錄	viii	表目錄	ix	第一章 緒論	x
.....	1	第一節 研究背景與動機	1	第二節 研究問題與目的	4	第三節 研究流程	8
.....	8	第二章 文獻探討	9	第一節 知覺風險	9	第二節 產品涉入程度	9
.....	9	第三節 購買意願	25	第三章 研究方法	31	第一節 研究架構	31
.....	31	第二節 假說推論	32	第三節 研究對象	36	第四節 研究變數之操作化定義	36
.....	36	第五節 統計方法	42	第四章 研究結果	44	第一節 敘述性統計分析	44
.....	44	第二節 信度與效度分析	47	第三節 相關係數	54	vii 第四節 研究假設驗證	55
.....	55	第五章 結論與建議	59	第一節 研究結論	59	第二節 理論/實務意涵	60
.....	60	第三節 研究限制與未來研究方向	62	參考文獻	64	中文部份	64
.....	64	英文部份	66	網路資源	70	附件A 問卷	71

REFERENCES

參考文獻 中文部份 方世榮、張文賢(2006), 品牌關係之研究 - 前置因素、結果及干擾變項。朝陽商管評論, 5(2), 53-88。王嘉玲(2008), 消費者特性與經驗、產品類型與人際因素對網路購買保健食品意願影響之探討-以台灣北部上班族為例。元智大學管理研究所未出版碩士論文。何雍慶、賴其勛、戴正玲(2009), 品質線索與遊客知覺風險及滿意度關聯性之研究。顧客滿意學刊, 5(2), 61-82。何玉珍、胡欣慧(2008), 消費者對量販店自有品牌食品購買意願之研究。餐旅暨家政學刊, 5(3)。吳民峰(2004), 有機蔬果購買意願影響因素之研究 - 以高屏地區消費者為例。屏東科技大學農企業管理系暨研究所未出版碩士論文。呂學進(2001), 涉入程度、購買動機與品牌權益關係之研究-以FCB模型為產品分類之實證。中原大學企業管理學系未出版碩士論文。林建煌(2002), 消費者行為, 台北:智勝文化。莊英達(2009), 以選擇模型評估消費者對蔬果標章的願付價格之研究。朝陽科技大學企業管理系未出版碩士論文。莊惠婷(2004), 知覺風險對線上購物意願之影響—以女性消費者為例。國立台北大學未出版碩士論文。許詩銓(2007), 支付機制、支付方式及購物情境對購買意願的影響-以產品涉入為干擾變數。大同大學事業經營研究所未出版碩士論文。許瑋妙(2011), 臺灣製造品MIT微笑標章對知覺品質、知覺風險與購買意願之影響—以愛國主義與敵意為干擾變數。大同大學未出版碩士論文。陳弘慶(2007), 2006年全國大專運動會參與者之涉入程度、體驗行銷、滿意度及忠誠度之相關實證研究。運動休閒管理學報, 4(1), 14-33。陳孟娟(2006), 民眾對健康社區認知與態度之研究-以台中市為例。朝陽科技大學建築及都市設計研究所未出版碩士論文。陳俊郎(2000), 國家形象效果對產品評估與購買決策之影響。銘傳大學國際企業管理研究所未出版碩士論文。陳貞?(2004), 涉入程度價格接受度與知覺價值對有機食品購買意願之影響。世新

大學觀光研究所未出版碩士論文。陳淑娟、楊珮綺、林永順(2009), 產品涉入、知覺風險與資訊傳播影響消費者購買果醋意願的研究。美和技術學院學報, 28(1), 87-103 陳廣山(2000), 人格特質與人口統計變數對網路購物知覺風險、降低知覺風險策略之影響。國立交通大學經營管理研究所未出版碩士論文。陳澤義、張保隆、張宏生(2004), 台灣銀行業善因行銷、外部線索對服務品質、知覺風險與知覺價值之影響關係研究。交大管理學報, 24(2), 87-118。章凱淇(2009), 消費者對有機產品涉入程度、知覺價值及其購買意願之研究。亞洲大學休閒與遊憩管理學系碩士班未出版碩士論文。黃冠維 (2010), 民眾有機食品認知、知覺風險對購買意願影響之研究—以台中縣市民眾為例。朝陽科技大學未出版碩士論文。黃璋如(1999), 消費者對蔬菜安全偏好之聯合分析。農業經濟年刊, 66, 21-47。楊慧琴 (2006), 網路合購知覺風險與合購意向影響因素之研究。東吳大學未出版碩士論文。魏文欽、侯耀庭(2008), 消費者產品涉入、知覺風險對有機蔬果購買意願之實證研究。International Journal of Lisrel, 1, 61-72。英文部份 Agarwal, S., & Teas, R. K. (2001). Perceived value: mediating role of perceived risk. Journal of Marketing Theory and Practice, 9(4), 1-14. Bauer, R. A. (1960). Consumer behavior as risk taking. In R. S. Hancock (Ed.), Proceedings of the 43rd Conference of the American Marketing Association, 389-398. Bhat, S. & Reddy, S.K. (2001). The impact of parent brand attribute associations and affect on brand extension evaluation. Journal of Business Research, 53(3), 111-122. Blackwell, R.D., Miniard, P.W. & Engle, J.F. (2001). Consumer Behavior (10thed.). New York: The Dryden Press. Bloch, P. H. & Richins, M.L. (1983). A theoretical model for the study of product importance perceptions. Journal of Marketing, 47(3), 69-81. Bloch, P. H. (1982). Involvement beyond the purchase process: conceptual issues and empirical investigation. Advances in Consumer Research, 9(1), 413-417. Capon, N., & Burke, M. (1980). Individual, product class and task-related factors in customer information processing. Journal of Consumer Research, 7(December), 314-326. Chaudhuri, A. (2000). A macro analysis of the relationship of product involvement and information search: The role of risk. Journal of Marketing, 38, 1-14. Cox, D. F. (1967). Risk-taking and information-handle in consumer behavior. Harvard University Press, Boston, MA, 34-81. Cox, D. F., & Rich, S. (1964). Perceived risk and consumer decision marking- A case of telephone shopping. Journal of Marketing Research, 1(Feb.), 32-39. Dodds, W. B., Monroe, K. B. & Grewal, D. (1991). The effects of price, brand, and store information on buyers, product evaluations. Journal of Marketing Research, 28(3), 307-319. Dowling, G. R. & Staelin, R. (1994). A model of perceived risk and intended risk-handling activity. Journal of Consumer Research, 21(1), 119-134. Engel, J. F. Blackwell, R. D. & Miniard, P. W. (1995). Consumer Behavior, 8thed., Fort Worth. TX: The Dryden Press. Fishbein, M. & Ajzen, I. (1975). Belief, attitude, intention and behavior: An introduction to theory and research. MA: Addison-Wesley. Garretson, J. A., & Clow, K. E. (1999). The influence of coupon face value on service quality expectations, risk perceptions and purchase intentions in the dental industry. Journal of Services Marketing, 13(1), 59-72. Garretson, J. A. & Clow, K. E. (2003). The influence of coupon face value on service quality expectations, risk perceptions and purchase intentions in the dental industry. Journal of Service Marketing, 13(October), 59-70. Gary, M. (1991). Managing Atmospheric Effects on Consumers and Retail Works. Journal of Business and Economic Perspectives, 17(2), 45-54. Goldsmith, R. E. & Emmert, J. (1991). Measuring product category involvement: A multitrait-multimethod study. Journal of Business Research. Hair et al., (2006), Multivariate Data Analysis. Upper Saddle River, NJ: Pearson Education Inc. Hawkins, D. I., Best, R. J., & Coney, K. A. (2001). Consumer Behavior: Building Marketing Strategy(8th ed.). London : Irwin McGraw-Hill. Howard, J. A., & Sheth, J. N. (1969). The theory of buyer behavior. New York: John Willey & Sons. Jacoby, J., & Kaplan, L. B. (1972) The components of perceived risk in proceedings, third annual conference, ed. M. Venkatesan, Urbans, IL: Association for Consumer Research, 382-393. Kassarian, H. H. (1981). Low involvement: A second look. Advances in Consumer Research, 8(1), 31-34. Kavak, B., & Gumusloulgu, L., (2007). Segmenting food markets. The role of ethnocentrism and lifestyle in understanding purchasing intentions. International Journal of Market Research, 49(1), 71-94. Knox, S., & Walker, D. (2003). Empirical developments in the measurement of involvement, brand loyalty and their relationship in grocery markets. Journal of Strategic Marketing, 11, 271-286. Laaksonen, P. (1994), Consumer involvement: Concepts and research. London, UK: Routledge. Laurent, G., & Kapferer, J. N. (1985). Measuring consumer involvement profiles, Journal of Marketing Research, 102, 41-53. Mahon, D. & Cowan, C. (2004). Irish consumers' perception of food safety risk in minced beef. British Food Journal, 106(4):301-312. Malar, L., Krohmer, H., Hoyer, W. D. & Nyffenegger, B. (2011), Emotional brand attachment and brand personality: The relative importance of the actual and the ideal self. Journal of Marketing, 75(4), 35-52. McQuarrie, E. F., & Munson, J. M. (1992). A revised product involvement inventory: Improved usability and validity. Advances in Consumer Research, 19(1), 108-115. Mitchell, V. W., & Geratorex, M. (1994). Modeling consumer risk reduction preferences from preferences loss data. Journal of Economic Psychology, 15(4), 669-685. Mitra, K., Reiss, M. C. & Capella, L. M. (1999). An examination of perceived risk, information search and behavioral intentions in search, experience and credence services. Journal of Service Marketing, 13(3), 208-228. Mittal, V., & Kamakura, W. A., (2001), Satisfaction, repurchase intent and repurchase behavior: investigating the moderating effect of customer characteristics. Journal of Marketing Research, 38(1), 131-142. Newberry, C. R., Klemz, B.R. & Boshoff, C. (2003), Managerial Implications of Predicting Purchase Behavior from Purchase Intentions: A Retail Patronage Case Study. Journal of Service Marketing, 17(6), p.609-620. Peter, J.P. & Tarpey L. X. (1975), Comparative Analysis of Three Consumer Strategies. Journal of Consumer Research, 2, 29-37. Petty, R. & Cacioppo, J. T. (1986), Elaboration likelihood model. In L. Berkowitz (Ed.), Advances in Experimental Social Psychology (pp.123-205). San Diego: Academic Press. Rindfleisch, A., Malter, A. J., Ganesan, S., & Moorman, C. (2008). Cross-Sectional Versus Longitudinal Survey Research: Concepts, Findings, and Guidelines, Journal of Marketing Research, XLV, 261-279. Roselius, Ted(1971), Consumer rankings of risk reduction methods. Journal of Marketing, 35, 56-61. Schifferstein, H. N. J. & P. A. M. Oude-Ophuis (1998), Health-related Determinants of Organic Food Consumption in the Netherlands. Food Quality and Preference, 9(2), 119-133. Schiffman, L.G. & Kanuk, L.L. (2000). Consumer Behavior, 7d ed. Prentice-Hall. Schmidt, J.B., & Spreng, R. A. (1996). A Proposed Model of External Consumer Information Search. Journal of Academy of Marketing Science, 24, 246-256. Sherif, C., Sherif, M. & Nebergall, R. (1965). Attitude and Attitude Change: The

Social-Judgment-Involvement Approach. Westport, CT: Greenwood Press. Spears, N., & Singh, S. N. (2004). Measuring attitude toward the brand and purchase intentions. *Journal of Current Issues and Research in Advertising*, 26(2), 53-66. Tan, S. J. (1999). Strategies for reducing consumers' risk aversion in internet shopping. *Journal of Consumer Marketing*, 16(2), 163-178. Warrington, P. & Shim, S. (2000). An empirical investigation of the relationship between product involvement and brand commitment. *Psychology and Marketing*, 17(9), 761-82. Wood, C. M., & Scheer, L. K., (1996). Incorporating perceived risk into models of consumer deal assessment and purchase intent. *Advances in Consumer Research*, 23, 399-404. Yeung, R. M. W., & Morris, J. (2001). Consumer perception of food risk in chicken meat. *Nutrition & Food Science*, 31(6), 270-278. Yeung, R. M. W., & Yee, W. M. S. (2002). Multi-dimensional analysis of customer perceived risk in chicken meat. *Nutrition and Food Science*, 32, 219-226. Zaichkowsky, J. L. (1985). Measuring the involvement construct. *Journal of Consumer Research*, 12(3), 341-352. Zaichkowsky, J. L. (1994). The personal involvement inventory: reduction, reversion and application to advertising. *Journal of Advertising*, 23(4), 59-70. Zeithaml, Valarie A. (1988). Consumer perceptions of price, quality, and value: A means-end model and synthesis of evidence. *Journal of Marketing*, 52, 2-22. 網路資源?雅甄F院衛生署 ; http://www.doh.gov.tw/cht2006/index_populace.aspx.