

# 健康食品訊息與消費意願關係之研究

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## 摘要

高齡化時代來臨，人類的壽命有顯著的延長，但慢性病卻隨之普遍，營養保健議題倍受重視，健康食品市場規模可期。本研究旨在探討健康食品訊息對消費者購買意願的關係，假設訊息接觸頻率、訊息來源及訊息的傳遞方式等與購買意願有關，並以問卷調查法加以驗證。本研究發現，健康食品訊息接觸頻率對購買意願影響差異不顯著，假訊一未獲支持。以複迴歸分析法控制人口屬性變數(性別、年齡)及健康食品食用期望與個人健康狀況等，分析人際關係、消費者報導、行銷廣告等三項健康食品訊息來源對購買意願之關係，結果發現人際關係的健康食品訊息來源與購買意願的影響較高(標準化係數為0.292,  $p < 0.01$ )；消費者報導的健康食品訊息來源與購買意願的影響次之(標準化係數為0.192,  $p < 0.05$ )，假訊二獲得支持。另分析健康食品正面訊息傳遞方式對購買意願的影響(標準化係數為0.201,  $p < 0.05$ )，假設三獲得支持。

關鍵詞：健康食品；訊息來源；正 / 反面訊息；消費意願；期望

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