

纖維水解酵素之固定化與其特性研究

方崧信、張德明

E-mail: 9701008@mail.dyu.edu.tw

摘要

隨著台灣經濟快速成長和社會生活型態的改變，人們願付更多錢以求得食品品質的健康性與安全性，且為了維護自然生態平衡及避免農藥危害，因此有機蔬果逐漸風行起來。本研究針對台中、彰化、南投地區消費者作便利抽樣問卷調查，回收的有效問卷共351份。研究之目的為建構與驗證消費者對有機蔬果產品涉入、知覺風險與購買意願的因果關係模式，以線性結構關係（LISREL）來進行驗證。經由實證分析結果，本研究獲得結論如下：1. 有機蔬果消費者的產品涉入與知覺風險呈現負向影響。2. 有機蔬果消費者的知覺風險與購買意願呈現負向影響。3. 有機蔬果消費者的產品涉入與購買意願呈現正向影響。本研究最後針對以上結論分別對政府、農民、業者及消費者給予建議，以作為台灣有機農產品業行銷策略及經營管理之參考。

關鍵詞：休閒；酒莊；競爭策略

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