

Studies on the Properties and Immobilization of Cellulase

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ABSTRACT

With the rapid economic growth in Taiwan and the change of lifestyle, people are willing to spend more money on quality food because of health and safety. Organic vegetable and fruit is getting more and more popular because it can keep the environments balanced and avoid the damage caused by pesticides. In this study, primary data were collected through a survey in the form of questionnaire distributed conveniently in Taichung, Changhua and Nantou areas. There were 351 valid questionnaires collected. The purpose of this research is to construct and to investigate the causal model of consumers' product involvement and perceived risk on the purchase intention of organic vegetable and fruit. Linear structural relationships (LISREL) were used to analyze the causal model. The results of this empirical study are as follows: 1. Product involvement is related negatively to perceived risk. 2. Perceived risk is related negatively to purchase intention. 3. Product involvement is related positively to purchase intention. Finally, this study brings up some suggestions to the government, farmers, businessmen and consumers. It also offers advice on marketing strategies and the management of Taiwan's organic agricultural products industry.

Keywords : product involvement ; perceived risk ; purchase intention

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