

# 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

侯耀庭、魏文欽

E-mail: 9701014@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：產品涉入；知覺風險；購買意願

## 目錄

中文摘要	iii	英文摘要	iii
iv 內容目錄		v 表目錄	
vii 圖目錄		ix 第一章 緒論	
. . . 1 第一節 研究背景與動機	. . . . . 1	第二節 研究目的	. . . . . 1
. . . . . 2 第三節 研究範圍及對象	. . . . . 3	第四節 研究流程	. . . . . 3
. . . . . 3 第二章 文獻回顧	. . . . . 5	第一節 有機農產品	. . . . . 5
. . . . . 5 第二節 產品涉入	. . . . . 9	第三節 知覺風險	. . . . . 9
. . . . . 22 第四節 購買意願	. . . . . 31	第五節 產品涉入、知覺風險與購買意願三者關係之探討	. . . . . 33
. . . . . 37 第三章 研究方法	. . . . . 37	第一節 研究架構	. . . . . 37
. . . . . 38 第二節 研究假設	. . . . . 38	第三節 研究變數之操作性定義與衡量構面	. . . . . 41
卷發放與回收	. . . . . 43	第四節 抽樣設計、問卷發放與回收	. . . . . 43
方法	. . . . . 48	第五節 問卷量表設計	. . . . . 45
基本資料分析	. . . . . 54	第六章 實證分析	. . . . . 54
相關分析	. . . . . 59	第一節 樣本基本資料分析	. . . . . 54
信度與效度分析	. . . . . 63	第二節 敘述性分析	. . . . . 56
第七節 管理意涵	. . . . . 73	第三節 相關分析	. . . . . 61
第一節 研究結論	. . . . . 75	第四節 因素分析	. . . . . 61
75 第二節 研究貢獻	. . . . . 75	第五節 信度與效度分析	. . . . . 63
. . . 77 第三節 研究限制與未來研究建議	. . . . . 76	第六節 LISREL模式分析	. . . . . 67
. . . 77 附錄A 研究問卷	. . . . . 93	第七章 研究結論與建議	. . . . . 75
		第一節 研究結論	. . . . . 75
		第二節 研究貢獻	. . . . . 75
		第三節 研究限制與未來研究建議	. . . . . 76
		參攷文獻	. . . . . 76
		附錄A 研究問卷	. . . . . 93

## 參考文獻

- 一、中文部份 Engel, J. F., Blackwell R.D. & Miniard, P. W. (1995), 消費者行為(王志剛、謝文雀編譯), 台北:華泰書局。王熙哲(1998), 全球資訊網之媒體特性對線上購買意圖的影響—消費者涉入型態與知覺風險干擾效果之探討, 元智大學管理研究所未出版碩士論文。太田保夫(1989), 日本之有機農業, 有機農業研討會專集:有機農業, 51-57, 台灣省台中區農業改良場。江建良(1988), 使用情境與產品涉入對購買意願影響之研究, 中山大學企業管理研究所未出版碩士論文。朱鴻燕(2003), 品牌、價格與認知價值關係之實證研究, 高雄第一科技大學行銷與流通管理研究所未出版碩士論文。李孟陵(2003), 消費者滿意度、涉入程度對其忠誠度影響之研究--以台北市咖啡連鎖店為例, 交通大學管理科學研究所未出版碩士論文。呂錦婷、洪大為(2004), 行動電話消費市場區隔與降低知覺風險之研究, 臺灣商管與資訊研討會論文集, 89-116, 台北大學。林忠勳(2004), 品牌聯想、知覺風險對企業經理人購買意願之影響研究, 南華大學管理科學研究所未出版碩士論文。林譽紘(2006), 高價值有機稻米創新利潤鏈模式之研究, 南華大學管理科學研究所未出版碩士論文, 14~16。周文賢(2002), 多變量統計分析, 台北:智勝書局。邱皓政(2003), 結構方程模式, 台北:雙葉書廊。吳統雄(1990), 電話調查:理論與方法, 第二版, 台北:聯經出版社。范惟翔、莊立民、林忠勳(2006), 品牌聯想、知覺風險對企業主管購買意願之影響研究, 經營管理論叢

Vol.2, No.2, 21-37。施淳瑄(2001), 台灣網路書店經營型態對服務品質、知覺風險、顧客行為意圖影響之探討, 政治大學企業管理研究所未出版碩士論文。陳雅惠(1999), 壽險商品知覺風險與資訊搜尋分析, 逢甲大學保險研究所未出版碩士論文。陳盈秀(2006), 網路書店瀏覽者之產品涉入、知覺風險影響其購買意願之研究, 南華大學出版事業管理研究所未出版碩士論文。許士軍(1987), 管理學, 台北: 東華書局。行政院農業委員會(2003), 有機農產品管理作業要點。張宗彬(2002), 網路銀行知覺風險與使用意願之研究, 大葉大學資訊管理研究所未出版碩士論文。焦經隆(2003), 女性消費者產品涉入對知覺風險、資訊搜尋及散佈之影響 - 以『健康食品』為例, 成功大學企業管理研究所未出版碩士論文。黃璋如(1997), 跨世紀的農業生產體系 - 有機農業, 鄉間小路, 第二十三卷, 第二期。黃璋如(1998), 有機農產品之市場區隔研究, 農業經營管理, 4, 75-101。楊文壽(2000), 行動電話手機消費者之涉入程度及購買決策相關因素之關聯性研究, 交通大學經營管理研究所未出版碩士論文。董時叡(2002), 從全球觀點探討臺灣有機農業之發展, 中華農學會報, 第三期第四卷, 311-324。蔡永福(2001), 購買涉入、購買動機、網站環境特性對網路生鮮蔬菜購買意願之影響, 中興大學行銷管理研究所未出版碩士論文。謝佳慧(2000), 台灣的有機農業, 雜糧與畜產, 247, 2-9。謝慶芳(1997), 有機蔬菜栽培法, 園藝之友, 61, 15-23。鍾佑德(2000), 網站特性對網路購物風險與資訊搜尋策略影響之研究, 中央大學企業管理研究所未出版碩士論文。蕭文龍(2007), 多變量分析最佳入門實用書, 台北: 碁峰資訊股份有限公司。

二、英文部分 Ajzen, I. (1991). The Theory of Planned Behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179-211. Andrews, J. C., S. Durvasula, & S. H. Akhter (1990). A Framework for Conceptualizing and Measuring the Involvement Construct in Advertising Research, *Journal of Advertising*, 19 (4), 27-40. Bagozzi, R. P. & Yi, Y. (1988). On the Evaluation of Structural Equation Models, *Academy of Marketing Science*, 16(1), 76-94. Baird, Inga Skromme, & Howard Thomas (1985). Toward A Contingency Model of Strategic Risk Taking, *The Academy of Management Review*, 10(2), 230-243. Bansal, H. S. & Voyer, P. A.(2000). Word-of-Mouth Processes Within a Services Purchasa Decision Context. *Journal of Service Research*, 3(2), 166-177. Barach, J.A.(1969). Advertising Effectiveness and Risk In The Con-sumer Decision Process. *Journal of Marketing Research*, 6(3), 314-320. Batra, R. & Ray, M. L. (1983). Affective Responses Mediation Ac-ceptance of Advertising. *Journal of Consumer Research*, 13 (September), 234-249. Bauer, R. A.(1960). Consumer Behavior as Risk Taking. *Dynamic Marketing for a Changing World*, Chicago:American Mar-keting Association, 8, 389-393. Bentler, P. M.,&Bonett, D.G.(1980), Significance Test and Goodness of Fit in The Analysis of Covariance Structures, *Psychological Bulletin*, 88, 588-606. Bentler, P. M. (1995), EQS:Structural equation program manual. Encino, CA:Multivariate Software. Bettman, J. R. ( 1973). Perceived Risk and Its Components:Amodel and Empirical Test. *Journal of Marketing Research*, 10( May), 184-190. Bearden, W. O. & T. A. Shimp. (1982). The Use of Extrinsic Cues to Facilitate Product Adoption. *Journal of Marketing Research*, 14, 229-239. Bloch, P. H. & M. L. Richins(1983). A Theoretical Model for the Study of Product Importance Perceptions. *Journal of Mmar-keting*, 47, 69-81. Boccaletti, S. & Nardella, M. (2000). Consumer Willingness to Pay for Pesticide-free Fresh Fruit and Vegetables in Italy. *Interna-tional Food and Agribusiness Management Review*, 3(2), 297-310. Brooker, G.(1984). An Assessment of an Expended Measure of Per-ceived Risk, in *Advances in Consumer Research*, ed. Thomas C. Kinnear, Urbana, IL:Association for Consumer Research, 11, 439-441. Burnkrant, R., & Sawyer, A. (1983). Effects of Involvement and Message Content on Information Processing Intensity. Harris R. editor. *Information Processing Research in Advertising*, 27, 43-65. Celsi, R. L., & J. C. Olson (1988). The Role of Involvement in Atten-tion and Comprehension Processes, *Journal of Consumer Re-search*, 15(September), 210-224. Chaffee, S. H. & J. M. Mclead (1973). *Consumer Behavior*. New Jersey: Wadsworth Publishing, 36-67. Chau, P. Y. K. & Hu, P. J. H. (2001). Information Technology Accep-tance by Individual Professional: a Model Comparison Ap-proach. *Decision Sciences*, 32(4), 699-719. Chaudhuri, A.(2000).A Macro Analysis of the Relationship of Prod-uct Involvement and Information Search: The Role of Risk. *Journal of Marketing*, 64(Winter), 1-12. Childers, T. L. (1986). Assessment of the Psychometric Properties of an Opinion Leadership Scale. *Journal of Marketing Research*, 23(2), 184-188. Clarke K. & R.W. Belk (1978). The Effect of Product Involvement and Task Definition on Anticipated Consumer Effort. *Advances in Consumer Research*, 5, 313. Cox, Donald F. (1967). Risk Handling in Consumer Behavior - an Intensive Study of Two Cases, " in Cox (Ed.), *Risk-Taking and Information-Handle in Consumer Behavior*, Boston: Harvard University Press, 34-81. Cunningham, S. M.( 1967). The Major Dimension of Perceived Risk. in Donald F. Cox (ED.), *Risk Taking and Information Handling in Consumer Behavior*, Boston:Harvard University Press, 82-108. Dodds, W.B., K. B. Monroe, & D. Grewal (1991). The Effects of Price, Brand, and Store Information on Buyers ' Product Evaluations. *Journal of Marketing Research*, 28 (August), 307-319. Dowling, G. R. (1986). Perceived Risk: The Concept and Its Meas-urement, *Psychology and Marketing*, 3, 193-210. Dowling, G. R. & R. Staelin(1994). A Model of Perceived Risk and Intended Risk-handling Activity. *Journal of Consumer Re-search*, 21, 119-134. Engel, J. F., & R. D. Blackwell. (1982). *Consumer Behavior(4th ed)*, New York: The Dryden Press. Engel, J. F., Kollat, D. T., & Blackwell, R. D. (1984). *Consumer be-havior*. Hinsdale, Illinois: The Dryden Press. Fishbein, M. (1963). An Investigation of the Relationships between Beliefs about AnObject and the Attitude toward That Object. *Human Relations*, 16, 108-132. Garbarino Ellen & Johnson S. Mark (1999). The Different Roles of Satisfaction, Trust, and Commitment in Customer Relationships. *Journal of Marketing*, 63, 57-64. Garretson, Judith A. & Kenneth E. Clow(1999). The Influence of Coupon Fair Value on Service Quality Wxpectation, Risk Per-ception and Purchase Intention in the Dental Indsutry. *Journal of Service Marketing*, 13(1), 59-72. Gary McCain (1991). Managing Atmospheric Effects on Consumers and Retail Works. *Journal of Business and Economic Perspec-tives*, 17(2), 15-23. George A. Miller(1956). The Magical Number Seven, Plus or Minus Two: Some Limits on Our Capacity for Processing Information. *Psychological Review*, 63, 81-97. Gil, J. M., Gracia, A. & Sanchez, M. (2000). Market Segmentation and Willingness to Pay for Organic Products in Spain. *Interna-tional Food and Agribusiness Management Review*, 3, 207-226. Grazioli, S. & Jarvenpaa, S. L. (2000). Perils of Internet Fraud : An Empirical Investigation of Deception and Trust with Experi-enced Internet Consumers, *IEEE Transactions on Systems, Man, and Cybernetics—Part A. Systems and Humans*, 30 (4), 395-410. Greenwald, A.G. & Clark Leavitt (1984). Audience Involvement in Advertising:Four Levels. *Journal of Consumer Research*, 11, 221. Houston, M. J., & Rothschild, M.

L.,(1978). Conceptual and Methodological Perspectives in Involvement. In *Research Frontiers in Marketing : Dialogues and Directions*. Chicago : American Marketing Association.

Hu, L. & Bentler, P. M. (1999). Cutoff criteria for fit indexes in co-variance structural Equation Modeling, *International Journal of Electronic Commerce*, 6(1), 1-55.

Jacoby, J. & Kaplan L. B. (1972). The components of perceived risk. *Advances in Consumer Research*. M Venkatesan, Chicago, 382-383.

Kapferer, J. N. & G. Laurent (1985). Measuring Consumer Involvement Profiles. *Journal of Marketing Research*, 22, 41-53.

Kaplan, L.B. (1974). Components of Perceived Risk in Product Purchase: A Cross-Validation. *Journal of Applied Psychology*, Vol.59, 287-291.

Kwon, Y. H., Paek, S. L. & Ajzen, M. (1991). Catalog v.s. Non-catalog Shoppers Apparel. California: Wadsworth Publishing, 35-62.

Laczniak, R. N., D. D. Muehling & S. Grossbart(1989). Manipulating message involvement in advertising research, *Journal of Advertising*, 18(2), 28-38.

Lastovicka, J. L. & D. M., Gardner (1978). Low Involvement Versus High Involvement Cognitive Structures. *Advances in Consumer Research*, 5, 87-92.

Laurent, G. & J-N Kapferer(1985). Measuring Consumer Involvement Profiles. *Journal of Marketing Research*, 22(2), 41-53.

Liebhart, W. & R. Harwood(1985). Organic farming In Technology Public Policy, and the Changing Structure of American Agriculture. (Vol II-Background Papers, No. 21)Office of technology Assessment, Congress of the United States.

McKnight, D. H. & Chervany N. L. (2002). What Trust Means in E-Commerce Customer Relationship: An Interdisciplinary Conceptual Typology, *International Journal of Electronic Commerce*, 49, 51-60.

McQuarrie(1992). The Zaichkowsky Personal Involvement Inventory: Modification and Extension. *Advances in Consumer Research*, 14, 39-61.

Miquel, S., Caplliure, E.M., & Aldas-Manzano, J.(2002). The Effect of Personal Involvement on the Decision to Buy Store Brand. *The Journal of Product and Brand Management*, 11(1), 6-18.

Mitchell, V. W. & Boustani, P. (1994). A Preliminary Investigation into Pre- and Post-Purchase Risk Perception and Reduction. *European Journal of Marketing*, 28(1), 56-71.

Mitra, K., M. C. Reiss & L. M. Capella, (1999). An Examination of Perceived Risk, Information Search and Behavioral Intentions in Search, Experience and Credence Services. *The Journal of Services Marketing*, 13(3), 208-228.

Mowen, J. C. (1990). *Consumer Behavior*(2th ed.), N.Y.: Macmillan.

Mulaik, S. A., James, L. R., Van Alstine, J., Bennett, N., Lind, S., & Stilwell, C. C. (1989), Evaluation of Goodness-of-fit Indices for Structural Equation Models. *Psychological Bulletin*, 105, 430-445.

Oelhaf, Robert C. (1978). *Economic and Ecological Comparisons with Conventional Methods*. New York: Wiley.

Murray, Keith B. & John L. Schlacter (1990). The Impact of Services Versus Goods on Consumers: Assessment of Perceived Risk and Variability. *Journal of the Academy of Marketing Science*, 18, 51-65.

Perry, M. & Hamm, B. (1969). Canonical Analysis of Relations Between Socioeconomic Risk and Personal Influence in Purchase Decisions. *Journal of Marketing Research*, 6, 351-354.

Petty, R. E., J. T. Cacioppo, & D. Schumann (1983). Central and Peripheral Routes to Advertising Effectiveness: The Moderating Role of Involvement. *Journal of Consumer Research*, 10, 135-146.

Peter, J. Paul & Lawrence Tarpey (1975). A Comparative Analysis of Three Consumer Strategies. *Journal of Consumer Research*, 2(June), 29-37.

Peter, J. P. & J. C. Olson(1999). *Consumer Behavior and Marketing Strategy*, New York: Mc Graw-Hill Book Co..

Reynolds, F.D. & W.D. Wells(1977). *Consumer Behavior*. New York: Mc Graw-Hill Book Co..

Robertson, T.S., J. Zielinski, & S. Ward (1984). *Consumer Behavior*, Illinois: Scott, Foresman and Company, 279.

Ronald, E. G. & J. Emmert (1991). Measuring Product Category Involvement: a Multitrait-multimethod Study. *Journal of Business Research*, 23, 363-371.

Roselius, T. (1971). Consumer Ranking of Risk Reduction Methods. *Journal of Marketing*, 35, 56-61.

Schiffman, L.G. & L. L. Kanuk (1983). *Consumer Behavior*, New Jersey: Prentice Hall Inc.

Schmidt, J.B., & Spreng, R. A. (1996). A Proposed Model of External Consumer Information Search. *Journal of Academy of Marketing Science*, 24, 246-256.

Sheth, J.N. (1974). An Investigation of Relationships among Evaluative Beliefs, Affect, Behavioral Intention, and Behavior. in *Consumer Behavior: Theory and Application*, 22, 89-114.

Sherif, M., & Cantril, H., (1947). *The Psychology of Ego Involvement*. New York : John Wiley and Sons.

Shimp, T. A., & Bearden, W. O. (1982). Warranty and Other Extrinsic cue Effects on Consumers' Risk Perceptions. *Journal of Consumer Research*, 9(1), 38-46.

Slama, M.E. & A. Tashchian (1985). Selected Socioeconomic and Demographic Characteristics Associated with Purchasing Involvement. *Journal of Marketing*, 49, 72-82.

Spence, H. E., J. F. Engel, & R. D. Blackwell(1970). Perceived Risk In Mail-Order And Retail Store Buying. *Journal of Marketing Research*, 7 (3), 364-369.

Srinivasan, N. & B. T. Ratchford (1991). An Empirical Test of a Model of External Search for Automobiles. *Journal of Consumer Research*, 18, 233-242.

Stone, R. N. & Gronhaug, Kjell. (1993). Perceived risk: Further Considerations for the Marketing Discipline. *European Journal of Marketing*, 27, 39-50.

Swaminathan, Vanitha, Elzbieta Lepkowska-White, & Bharat P. Rao (1999). Browsers or Buyers in Cyberspace? An Investigation of Factors Influencing Electronic Exchange. *Journal of Computer-Mediated Communication*, 5(2), 152-190.

Sweeney, J. C., Soutar, G. N., & Johnson, L.W. (1999). The Role of Perceived Risk in the Quality-Value Relationship:A study in a Retail Environment. *Journal of Retailing*, 75, 77-105.

Swan, J. E., & Nolan, J. J. (1985). Gaining Customer Trust: A Conceptual Guide for the Salesperson. *Journal of Personal Selling and Sales Management*, 5(11), 39-48.

Torjusen, H., Lieblein G., Wandel M., & Francis C.A.(2001). Food System Orientation and Quality Perception among Consumers and Producers of Organic Food in Hedmark County, Norway. *Food Quality and Preference*, 12, 207-216.

Woodside, A. G.(1976). Interactions of Consumption Situations and Brand Attitudes ", *Journal of Applied Psychology*, 61(6), 764-769.

Wright, Peter L. (1973). The Cognitive Processes Mediating Acceptance of Advertising, *Journal of Marketing Research*, 10(February), 53-62.

Zikmund & Scott, J. L. (1973). A Factor Analysis of the Multi-Dimensional Nature of Perceived Risk. *Proceedings of the Southern Marketing Association*, Houston, Tex.: Southern Marketing Association, 207-232.

Zaichkowsky, J. L.,(1985). Measuring the Involvement Construct. *Journal of Consumer Research*. 12, 341-352.

Zaichkowsky, J.L.(1994). The Personal Involvement Inventory: Reduction, Revision and Application to Advertising, *Journal of Advertising*, 23(4), 70-94.

Zeithaml, Valerie A., Leonard L. Berry & A. Parasuraman (1988). The Nature and Determinants of Customer Expectations of Service. *Journal of the Academy of Marketing Science*, 21, 56-92.