

# An Empirical Study of Product Involvement and Perceived Risk on The Purchase Intention of Organic Vegetable and Fruit.

侯耀庭、魏文欽

E-mail: 9701014@mail.dyu.edu.tw

## 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

## Table of Contents

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	1
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	5
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 第一節 研究架構	37	第三章 研究方法	
38 第三節 研究變數之操作性定義與衡量構面	41	第二節 研究假設	
43 第五節 問卷量表設計	45	第四節 抽樣設計、問卷發放與回收	43
48 第四章 實證分析	54	第六節 資料分析方法	48
54 第一節 基本資料分析	54	第一節 樣本	54
59 第二節 相關分析	59	第二節 敘述性分析	56
63 第三節 信度與效度分析	63	第三節 因素分析	61
73 第四節 管理意涵	73	第六節 LISREL模式分析	67
75 第一節 研究結論	75	第五章 研究結論與建議	75
75 第三節 研究限制與未來研究建議	76	第二節 研究貢獻	75
77 附錄A 研究問卷	93	參考文獻	76

## REFERENCES

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。林馨紘(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. *International 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 Experienced 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(2), 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: Re-duction,Revision and

Application to Advertising, *Journal of Advertising*, 23(4), 70-94. Zeithaml, Valarie 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.