

# 實虛通路特徵、知覺風險對有機農產品購買意願之相關性研究

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## 摘要

Organic agriculture is a global trend and the sale of the products appears to be a great opportunity to earn profits. Therefore, this study analyzes the influences that physical channel, virtual channel, and consumer characteristic have on consumer intention to purchase organic agricultural products.

Safety and health have always been the main demands for organic agricultural products; however, consumers are under great risk since there is still no legal regulation. Therefore, perceived risk is also a research focus in this study. Adopting the questionnaire investigate method, 481 valid samples were collected and were analyzed using SPSS17.0 software. Influence factors such as channel characteristics, perceived risk, and consumer characteristic were calculated using simple linear regression analysis method, and demographic variables were evaluated using variance analysis. The main discoveries are as follows:

- (1) Physical channel characteristic has some impact on consumer purchase intention.
- (2) Virtue channel characteristic has considerable impact on consumer purchase intention.
- (3) Perceived risk has no impact on consumer purchase intention.
- (4) Consumer characteristic has major impact on consumer purchase intention.
- (5) Demographic variables have little impact on consumer purchase intention.
- (6) Demographic variables have some impact on channel characteristic.

The result of this study may be beneficial to government and private organizations in developing marketing strategies for organic agricultural products.

關鍵字：Channel Characteristic , Perceived risk , Organic Agricultural Product ,