

消費者購買具食品安全標章餐點之行為意圖

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摘要

The purpose of this study was to investigate consumer 's behavior intention toward purchasing certified food meal in the restaurant by the theory of planned behavior. The convenience method was employed in this study. Questionnaires were distributed in Taipei City and 300 valid questionnaires were obtained. Study results suggested that consumer tend to choose meal with certified food (mean=3.82, SD=0.72), and consumer had positive attitude toward meal with certified food (mean=4.18, SD=0.67). In additional, the results also revealed that subjective norm had greatest influence toward consumer 's purchasing certified food meal, follow by perceived behavioral control and attitude. This study expects to establish the consumer' s behavior intention model of purchasing certified food meal in order to promote food safety concept to the customer. Therefore, the current study results suggested that the TPB can be a useful framework to explain consumer 's behavior intention toward purchasing certified food meal in the restaurant.

關鍵字 : certified food, behavior intention, meal, restaurant, theory of planned