

國立高雄科技大學
企業管理系碩士班
碩士論文

消費者的信任、健康意識及知覺價值對食品的購買意願
影響之研究

The Effect of Consumers' Trust, Health Consciousness,
Perceived Value on Food Purchase Intention

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中華民國 107 年 6 月

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摘要

食品安全問題打擊了消費者對於廠商和政府的信任，使消費者更重視健康飲食。消費者在選擇食物時，不只考量健康因素，還會考量其生活型態以及政府和廠商之間的信任。因此，本研究想探討消費者的信任、健康意識、健康生活型態、知覺價值與購買意願間的關係。調查樣本以在賣場購買食品的消費者為發放問卷的對象，總共回收 323 份問卷，其中 263 份為有效問卷，有效率為 81%。問卷分析採用信、效度分析與結構方程模型來驗證假說。

結果顯示，消費者的健康意識以及信任不直接影響購買意願，但會透過知覺價值會間接影響購買意願；故建議食品廠商宜強化與消費者之間的信任關係及其健康意識，來提升消費者的知覺價值，進而提升食品的購買意願。本研究進一步分析發現健康生活型態對影響購買意願上具有調節效果，而針對低健康生活型態消費者的效果更為顯著，實證結果對於食品廠了解自身產品所適合的消費者類型具重要的意義。

關鍵字：信任、健康意識、知覺價值、購買意願、健康生活型態

The Effect of Consumers' Health Consciousness, Trust, Perceived Value on Food Purchase Intention

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ABSTRACT

The crisis of food safety in Taiwan has deeply impacted the consumers' trust. This has caused consumers to pay more attention to their health and diet. Therefore, the consumers' concern when they purchase food is not only their health, but also their lifestyle and the trust among food manufacturers and government. The focus of this research is on the relationship between trust, health consciousness, perceived value, purchase intention and healthy lifestyle. The questionnaires were collected from the consumers in the grocery stores when they were purchasing food. There were 323 questionnaires collected of which 263 were valid. This gave an effective questionnaires rate of 81%. The research used Reliability Analysis, Validity Analysis and Structural Equation Modeling (SEM).

The results show that consumers' trust and health consciousness does not have a direct impact on purchase intention, but does affect purchase intention by perceived value. Thus, this research suggests food manufacturers must enhance consumers' relationship based on trust and health consciousness. Moreover, the joint moderator of healthy lifestyle indeed exerts an impact on the relationship between perceived value and purchase intention.. The effect on consumers' with low healthy lifestyle is more significant. The empirical results from this research would be valuable for the food manufacturers to understand their customers.

Keywords : Trust, Health Consciousness, Perceived Value, Purchase Intention,
Healthy Lifestyle

