知覺風險對購買意願之影響—以綠色食品知識為干擾變項

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摘要

本研究主要探討知覺風險對綠色食品購買意願之影響，並進一步釐清綠色食品知識於其關係中的干擾效果。本研究於台灣東、西、南與北四個區域以便利抽樣方式進行問卷調查，共獲得有效問卷 648 份有效樣本，有效問卷回收率為 85.85%。本研究以結構方程模式進行假設模式之分析，研究結果顯示當消費者知覺風險越高時，其對綠色食品的購買意願便越低。此外，研究中也證實綠色食品知識於知覺風險與購買意願的關係具有干擾效果，意即當消費者對於綠色食品屬高知識之特性下，知覺風險對於綠色食品購買意願之負向影響會降低。

關鍵詞：知覺風險、購買意願、綠色食品知識
The Impact of Perceived Risk on Purchase Intention: Green Production Knowledge as a Moderator Variable

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Abstract

This study investigated the impact of perceived risk to the purchase intention of green production. Further, the moderating effect of green production knowledge between the relationship of perceived risk and purchase intention was tested. Convenience sampling was employed to collect questionnaires in the east, west, south, and north area of Taiwan. A total of 648 valid questionnaires were collected, the valid ones are 85.85%, and the study processed through structural equation modeling to analyze the hypothetical models. The study results showed the purchase intention to buy green production will be lower when the perceived risk is higher. In addition, the study also confirmed that the green production knowledge has moderating effect on the relationship between perceived risk and purchase intention. That means while the consumers are on the high-level knowledge about green production, their perceived risk will increase to the purchase intention of green production.

Keywords: Perceived risk, Purchase intention, Green production knowledge.