

# 社會企業食品購後行為之分析

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## 摘要

科技進步與全球化的實現，造成商品與資源快速流通開發，也造成相當大的社會衝擊，資源耗竭、全球暖化與貧富不均，企業的擴張及全球供應鍊的建置亦往往超過個別國家的追溯挑戰，而為解決這些問題，新的價值典範逐漸建立：諸如實現環境保育、永續經營、在地化與公平正義的分配等。近年來，台灣食品安全問題層出不窮，食品廠商表達無辜、政府單位雖不斷修法，加重罰責，但未能制止問題，反而是為應運新典範價值出現，除了現行企業修正其企業目標，更有許多標榜新價值實踐的社會企業如雨後春筍般的出現。諸如結合有機或友善環境方式生產的農產品，提供安全健康的食品的慈心里仁系統、主婦聯盟合作社、上下游市集與生態綠咖啡等，都是企圖以社會企業形式為社會問題提供一個解決之道。而對於這些社會企業的信任是進行交易以及社會企業是否獲利的重要關鍵，消費者是否相信社會企業銷售的食品及其理念？並且是否願意再次並持續的購買攸關著社會企業的發展。本研究針對消費者對食品社會企業之「消費價值」以及「再購意願」進行瞭解。研究發現，社會企業食品的「功能價值」與所傳遞的「情感價值」對消費者而言是最為重要的，「功能價值」與「情感價值」越高，「再購意願」與「支付意願」越高。同時消費者對社會企業食品所傳達的「態度」與「信任」是認同的；消費者偏好於實體店面購買；選擇購買考量因素是產品來源安全、品質良好及具有理念，社會企業宜加強社會企業食品之功能價值與情感價值，藉此提高再購意願及支付意願。

關鍵字：社會企業、消費價值、再購意願、信任、態度、支付意願

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# A Study on Post-Purchase Behavior of Social Enterprise Food

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## Abstract

While the realization of globalization enable for the rapid circulation of commodities and resources, the negative social impacts such as over exploration of resources, global warming and inequality in income distribution occurred. To solve the problem, New value Paradigm has been established such as eco friendly and local production as well as keeping the equality of income distribution etc. Therefore, social enterprise plays a role to show its value for existence, it utilizes commercial means to solve social problems and make profit at the same time. Recently years, food safety issues keep happening and spread out one after another. We observed that food companies expressed their innocence, while the government keeps amending the law governing food sanitation and even set a cumulative penalty for it, and yet, the problem does not cease. It becomes an issue that is not able to be solved in the society. We have found that food that social enterprise sells, such as products which produced through organic and eco friendly ways provides a safe and healthy food for consumers, which also offers a solution for social problems. Comparing with the food served in the market, whether consumers are willing to trust the food the social enterprise sells and believe in the concepts and value these enterprises promise to deliver is the question. Furthermore, are consumers attempt to continue purchasing is crucial for these enterprise to make profits. This study intend to investigate the "Consumption value" consumers perceived and their "Purchasing Behavior" as well as intention for repurchasing. The results are found that the "Functional Value" and "Emotional Value" was the most important for consumers who purchase food from social enterprise. The higher the "Functional Value" and "Emotion Value" are, the higher the "Intention for Repurchasing" and the "Willingness to Pay" are. Consumer preferred to buy the products from entity stores, and they purchase from social enterprise because they believe they are good sources for quality and safety food, and they believe in the ideal value that

social enterprise deliver.

**Key words:** Social Enterprise, Consumption Value, Repurchase Intention, Trust, Attitude, Willingness to Pay

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