

台灣鮮食鳳梨生產者通路選擇對生產者 收益與價格分配影響

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摘 要

隨著數位科技的興盛，台灣鮮食水果產業運銷架構及通路發展日益多元。科技帶來的資訊透明預期也將有助於降低訊息不對稱的情況，使運銷價差分配合理化，從而將中間利潤回饋至生產者。本研究探討生產者對於運銷通路選擇對其運銷成與運銷價差的影響，並進一步分析鳳梨產業交易價格的價格分配合理性。本研究以鮮食鳳梨生產者為研究對象，於 2010 年分別以郵寄與面訪的方式進行問卷調查，回收有效問卷共 213 份。研究結果發現：傳統三階批發販運方式仍為鳳梨生產者主要的考量通路，因其銷售數量較大且售價相對穩定，而生產者所需負擔的運銷職能及處理手續也較少；而售價較高與交易資訊較為透明的零階直銷通路也成為鳳梨生產者的重要運銷選項之一。研究亦發現隨著銷售收入增加，生產者對於運銷通路分配越多元，然而隨著低階運銷通路銷售量的增加，生產者需擔負更多的運銷職能(運銷成本)，如分級、包裝、運輸等，不但會增加材料與工資費用的支出，亦同時增加市場風險。針對交易價格合理性分析發現鳳梨生產者對於交易價格是具有影響力的，除一階零售通路(出售給加工廠、出口貿易商)與市場街頭交易通路外，其餘各通路皆呈現市場交易透明與資訊對稱性。

關鍵詞：鳳梨、運銷通路、運銷價差、價格分配

Effect of Choices of Marketing Channel on Taiwan Pineapple Producer's Revenue and Price

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Abstract

With the help of digital technology, marketing channel of Taiwan's fresh fruit industry is more diversified. Business information could be more transparent and symmetric, therefore, the pricing spread between the producer, wholesaler and retailer might be changed, and the producer's share might be increasing. The purpose of this study aims to study the producer's revenue changes due to different choice of marketing channel, and to analyze their marketing costs, and to examine the reasonability of price distribution through different marketing channel. This study utilizes fresh pineapple producers in Taiwan as the study object and carries on in 2010 with a mail survey. 711 questionnaires were sent out, and 213 were returned and found valid for analysis. The major results are as follows: 1. Specializing in single crop and expanding cultivation scale can reduce the average cost of production. While through participating marketing teams would lower the marketing costs too. 2. In the selection of distribution channel, the traditional wholesale pathway remains the main consideration of pineapple producers, due to reasons like the price stability, less handling procedures. However, the zero-order direct sales channels are considered of with higher prices and more transparent in transaction are also becoming an important distribution channel. It's found that producers are willing to choose multi-channel distribution, but while the sales increase when lower level of channels are chosen, producers must share more of the marketing services at the same time, such as grading, packaging, transport and so on. This increases the expenditure of material and wage costs, and the market risk as well. 3. this study found that the pineapple producers are influential to the transaction price, and other than the first-order retail channels (sold to processing plants, export trader), the remaining channels are found to be transparent in transactions and information symmetric.

Key words: Pineapple · Marketing Channel · Marketing Margin · Price Distribution