

题目：有机食品的消费者需求及影响因素研究
——以江苏省南通市为例

摘 要

如今经济高速发展，人们越来越关注食品安全问题。但食品安全问题依然屡见不鲜，这也让消费者始终对食品不放心。有机食品是如今市场上可认证的最安全、质量最好的食品，在其加工过程中完全不使用农药、人工化学添加剂和化肥等，而且对产地、生产加工条件等技术要求都较高。

本文通过从网上问卷调查的方式收集到了 295 份江苏省南通市消费者的数据，以此来分析消费者对有机食品的态度、购买意愿以及对食品安全的态度，并得出影响消费者购买有机食品的因素。

结论表明，目前消费者对有机食品的了解依旧不全面，对有机食品较为清楚的仅占 23.05%，甚至觉得有机食品依然存在滥竽充数、夸大其词等一系列食品安全问题，其中对有机食品较为满意的仅占 40.34%。通过 SPSS 24.0 数据分析发现，学历、家庭月收入、性别和年龄在购买有机食品上都存在显著性差异，其显著性（双尾）都小于 0.005，并且消费氛围与他人意见显著性都为 0.000，说明这两个都会促进消费者购买有机食品。家庭中有儿童的和有老人的其显著性也都小于 0.005，所以这样的家庭更会选择购买有机食品。政府应该加大有机食品宣传力度，加强对有机食品的管理、认证和监督工作。企业更要诚信经营，严格控制质量，消除消费者对有机食品的疑虑。

关键词：有机食品，消费者需求，影响因素

Abstract

With the rapid development of economy, people pay more and more attention to food safety at present. But food safety problems are still common, which also makes consumers always uneasy about food. Organic food is the safest and best quality food that can be certified in the market processing process completely do not use pesticides, artificial chemical additives and fertilizers, and the production and processing conditions are higher technology.

This paper collected 295 data from consumers in Nantong city of Jiangsu province by means of online questionnaire to analyze consumers' attitude towards organic food, their willingness to buy and their attitude towards food safety.

The conclusion shows that the consumers' understanding of organic food is still incomplete, only 23.05% is clear about organic food, and even feel that organic food still has a series of food safety problems, such as excessive consumption and exaggeration, of which only 40.34% are satisfied with organic food. According to the analysis of SPSS24.0 data, there are significant differences in education, family monthly income, sex and age in the purchase of organic food, its significance (both ends) is less than 0.005, and the consumption atmosphere and other people's opinion are significant 0.000, indicating that both will promote consumers to buy organic food. Families with children and older people are less than 0.005, so they are more likely to buy organic food. The government should strengthen the publicity of organic food and strengthen the management, certification and supervision of organic food. Enterprises should operate in good faith, strictly control quality, and eliminate consumers' doubts about organic food.

Key words: Organic food, Consumer demand, Influencing factors

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