ABSTRACT
With enhanced standard of living and knowledge, consumers' demands for foods have shifted to healthiness and safety of agricultural products. The current health-oriented consuming trend also emphasizes high-quality and safe organic agricultural products. The main purpose of this study is to investigate the relationship among consumers' health involvement, perceived risk, and consumers' purchase intention for organic agricultural products, as well as to understand the influence of demographic backgrounds on health involvement, perceived risk, and consumers' purchase intention.

This study conducted a questionnaire survey in Hsinchu City, and 420 valid samples were collected. The results showed that:
(1) difference in background variables of consumers has a significant effect on health involvement, perceived risk, and consumers' purchase intention of organic agricultural products;
(2) consumers' health involvement has a positive effect on their purchase intention of organic agricultural products;
(3) consumers' perceived risk has a negative effect on consumers' purchase intention of organic agricultural products;
(4) consumers' health involvement is negatively correlated with risk perception. Based on the results, this study proposed relevant suggestions as reference for marketing and operation of organic agricultural products.

Keywords: health involvement, perceived risk, purchase intention

REFERENCES
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