

摘要

近年来，随着食品安全事件频繁的被披露和人们生活水平的提高，食品安全越来越关注受到人们的关注，对有机食品的购买也更倾向于购买有机食品进行自我保护。但是由于我国有机食品进入市场的起步较晚，目前有机食品的消费占食品消费总额的比重较小，本文旨在通过探索分析 CSA（community supported agriculture）社区支持农业在我国的发展进程，探讨农场如何设计会员进而影响消费者的支付意愿。本文采取离散选择实验的方式，对比农场会员与非会员的独特点以及区别（消费者成为农场会员有什么特征、为什么其他人没有成为会员），从而探究社区支持农业有机农场如何迎合消费者的支付意愿。从而，进一步扩大有机农场的规模以及提高消费者的信任程度、降低运输成本。

关键词：社区支持农业；有机食品；会员制；支付意愿；影响因素

Abstract

In recent years, with the frequent disclosure of food safety incidents and the improvement of people's living standards, consumers are paying more and more attention to food safety, and the purchase of organic foods is also more inclined to purchase organic foods for self-protection. However, due to the late start of China's organic foods entering the market, the current consumption of organic foods accounts for a small proportion of total food consumption. This paper aims to explore how the CSA (community supported agriculture) community supports the development of agriculture in China and explore how the farm design members. Affect the willingness of consumers to pay.

Take a discrete selection experiment to compare the unique points and differences between farm members and non-members (what do consumers become a farm member and why others are not members) to explore how community support for agricultural organic farms caters to consumers' willingness to pay . Thereby further expanding the scale of organic farms and increasing consumer trust and reducing transportation costs.

KEY-Key WORDSwords: Community support agriculture; Organic food; Membership; Willingness to pay; Influencing factors

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