

表 1. 樣本描述性統計

Table 1. Sample descriptive statistics

Project	Subproject	Quantity	Percentage (%)
Gender	Male	179	85.6
	Female	30	14.4
Age	Under 30 years old	6	2.9
	31-40 years old	21	10
	41-50 years old	79	37.8
	51-60 years old	76	36.4
	Over 60 years old	27	12.9
Education level	Junior high school or below	78	37.3
	Senior high school	85	40.7
	University	43	20.6
	Graduate or above	3	1.4
Industry	Egg duck	79	37.8
	Meat duck	78	37.3
	Laying hen	34	16.3
	Others	18	8.6
Whether to participate in coaching	Yes	176	84.2
	No	33	15.8
Confidence	Yes	69	33
		140	67

表 2. 產銷履歷認知因素分析前矩陣

Table 2. Factor analysis matrix of agricultural product traceability system

Feature extraction	Factor Loading		
	Critical cognition	Process awareness	Fee recognition
Consistent guarantee system for transparent and traceable production and marketing information	0.841	0.058	0.200
Agricultural administration organs implement production and marketing resume system	0.802	0.130	0.289
Only certification can emphasize products with production and sales history	0.754	0.341	0.237
Ability to trace problems and fast recovery	0.752	0.485	-0.017
Production and sales resume and agricultural product differentiation	0.718	0.048	0.427
Clarify related issues product liability attribution	0.681	0.452	0.147
Increase consumer trust	0.656	0.636	-0.087
Production following good agricultural practices	0.540	0.377	0.414
Trust the government to do a good job in the production and sales resume system	0.476	0.291	0.296
Improve operational efficiency	0.133	0.883	0.145
Rationalize production management processes and cost management	0.160	0.799	0.272
Improve agricultural safety	0.653	0.658	-0.123
Charge for accreditation inspection	0.130	-0.006	0.872
Agree with third party verification systems	0.295	0.384	0.655

表 3. 產銷履歷認知因素分析後矩陣

Table 3. Post-factor analysis matrix of agricultural product traceability system

Feature extraction	Factor Loading		
	Critical cognition	Process awareness	Fee recognition
Consistent guarantee system for transparent and traceable production and marketing information	0.862	0.068	0.112
Agricultural administration organs implement production and marketing resume system	0.825	0.141	0.205
Ability to trace problems and fast recovery	0.762	0.460	-0.053
Production and sales resume and agricultural product differentiation	0.760	0.082	0.361
Only certification can emphasize products with production and sales history	0.746	0.295	0.279
Clarify related issues product liability attribution	0.707	0.451	0.099
Production following good agricultural practices	0.569	0.392	0.390
Improve operational efficiency	0.176	0.907	0.052
Rationalize production management processes and cost management	0.203	0.828	0.169
Charge for accreditation inspection	0.133	0.003	0.907
Agree with third party verification systems	0.336	0.420	0.636

表 4. 產銷履歷制度相關性探討

Table 4. Discussion on the relevance of agricultural product traceability system

Variables	Critical cognition	Process awareness	Fee recognition
Recognition of the relevance of agricultural product production and marketing resume system to products	1	0.516**	0.543**
Understanding of agricultural product production and marketing resume system and business process	0.516**	1	0.374**
Certification and charge recognition of agricultural product production and marketing resume system	0.543**	0.374**	1

表 5. K-Means 分群最終集群中心表

Table 5. K-Means clustering final cluster center table

Variables	Cluster	
	Low awareness	High awareness
Recognition of the relevance of agricultural product production and marketing resume system to products	1.41	2.57
Understanding of agricultural product production and marketing resume system and business process	1.76	3.12
Certification and charge recognition of agricultural product production and marketing resume system	2.12	3.17

表 6. K-Means 分群後集群中的觀察值數目

Table 6. Number of observations in the cluster after K-Means clustering

Cluster	Number
Low awareness	121
High awareness	88
Effective	209
Omission	0