表四、各集群與獲得資訊來源、家庭用餐人數、購買有機米品項交叉分析表

Table 4. The Cross-analysis of Cluster (Information, Number of dining population at home, Organic rice items).

	Cluster I	Cluster II	Cluster III	Subtotal
Information acquirement				
Web	5		18	23
DM	5		12	17
Word of Mouth	16		12	28
Sales Promotion	10	13		23
Culinary Exhibition		6		6
Other		6		6
Number of dining population at home				
1		1	3	4
2		2	13	15
3	2	12	9	23
4	6	9	12	27
5	13	1	5	19
Above 6	15			15
Organic rice items				
Organic rice	24	3	12	39
Organic embryo rice	9	12	12	33
Organic brown rice	3	10	18	31
Total	36	25	42	103