

A Study of the Influencing Factors of Cognition, Affection, and Conation on Development of Organic Industry Clustering - The Case of Fuli Township Residents ¹

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Abstract

This study is an exploratory research on Jhutian Village, Shipai village, Yongfeng Village and Fengnan village of Fuli Township residents of the attitude for organic production and industrial development. To integrated behavioral geography construct of residents, factor analysis of Cognition, Affection, and Conation, and 4 villages of the 137 residents to conduct investigations and structural model using SEM to analyze the whole. In addition to authentication method using SEM confirmed the cognition, affection and conation constructs of the causal relationship, the results also found to promote the organic industry cluster development in the counseling business and strategy as an important managerial implications.

Results of this study show that strengthen awareness of residents helps to improve the residents of the organic industry cluster affection and conation, while also important factors of improving the attitude of the organic industry cluster is better understanding of the organic industry cluster. Therefore, the development of the organic industry cluster not only depends on increasing cognition of residents, but increasing affection, and with long-term counseling organic industry cluster conation can only strengthen the organic industry cluster development.

Keywords : Organic Industry Clustering, Cognition, Affection, Conation.

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