

Analysis of Green Product Selection Factors by Sellers: A Case Study of Biodiversity-friendly Agricultural Products

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Abstract: With the growing emphasis on environmental conservation and sustainable agriculture, eco-friendly farming has emerged as a key strategy in promoting environmental protection. However, how such green products can successfully enter the market, attract consumers, and gain the support of distribution channels remains to be fully understood. This study employs face-to-face questionnaire interviews and the Analytic Hierarchy Process (AHP) to analyze the factors influencing distribution channels' selection of green product content. The questionnaire is structured around four main dimensions—logistics, financial flow, information flow, and product marketing—encompassing nine evaluative indicators. Through direct interviews, the study captures the preferences and decision-making intentions of key stakeholders regarding the production and consumption of eco-friendly agricultural products. The findings reveal that respondents prioritized "product marketing" most highly, with a weight of 0.372, followed by "information flow" at 0.245, "logistics" at 0.216, and lastly "financial flow" at 0.168. The study underscores that the foremost consideration for distributors when selecting green products lies in product marketing. Most distribution stakeholders believe that, in promoting biodiversity-friendly or organic agricultural products, distinguishing them from conventional products is crucial. Thus, the image conveyed by the product and the transparency of its production-related information are deemed critical factors in the successful marketing and promotion of such green products.

Keywords: Biodiversity-friendly Agricultural Products, Green Product, Analytic Hierarchy Process

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