

影響來台陸客對廣源良菜瓜水購買意願之因素分析

詹昱琮, 張世潔, 王淑美

財務管理學系

管理學院

frank.chang@chu.edu.tw

摘要

The total amount and consumption of population for purchasing domestic care products by mainland tourists are rapidly increasing in Taiwan. Since KYL loofah is one of the most popular products, this study is to find out the factors which affect mainland tourists' purchase intention of KYL loofah. We dismantle the internal facet- brand image and marketing mix, and create formal questionnaires through analysis of reliability and validity. The questionnaire is targeting mainland tourists in Taiwan tour attractions. After getting back questionnaires, we take valid samples to do factor analysis. The study also use "Principal Component Factor Analysis" to extract, regroup and name new facet- "Product Effectiveness", "Perceived Value and Word of Mouth", "Perception on Product", "Accessibility in Store" and "Design of Product Appearance" in order to predict consumer behaviors and take market survey accurately.

關鍵字：purchase intention; factor analysis; KYL (Kuang Yuan Liang); brand image; marketing mix