

餐廳菜單資訊、知覺風險及購買意願之探討
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摘要

In recent years, the number of customers' dining out percentage is increasing, therefore, the number of restaurants are also increased. Most of the restaurants providing set menu to the consumers. The main elements of a menu are the name of the meal, the price, the photo, the calorie, and the introduction of selection ingredients. The main purpose of this study is to explore the presence of the picture, the presence or absence of calorie, and the way the price discount is presented in the menu to explore the perception of the consumer. The main purpose of this study is to discuss whether the picture is present, the name of the meal, the price, the photo, the heat, and the selection of the ingredients.

關鍵字：restaurant, menu, perceived risk, purchase intention