

公墓和私墓的設施使用情況有差異嗎？

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摘要

According to the disclosure of the mass media, people are shocked to know that the grave mongers should dig the used graves in order to bury the new bodies for the commercial profits. The coverage has become a serious concern of the society.

MANOVA Analysis is used in this research to explore the difference of management between the public cemetery and the private grave facility. Related strategies and management measures are proposed for the reference of the concerned authorities.

關鍵字：Consumer behavior、Funeral management、Public cemetery management、Strategy management