

國中教師購買台灣茶葉因素與行為之研究－以苗栗縣公之國中為例

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摘要

This research aims to investigate the factors and behaviors of Taiwan tea consumption by junior high school teachers in Miaoli County, with cross-examination and further analysis on the correlations between personal background and their attitude, behavior and consumption of Taiwan tea. We conduct a case study on 330 junior high school teachers in Miaoli County. We issue a questionnaire to the 330 subjects for data collection. And we apply the descriptive statistics and a chi-square test for independence for data analysis.

Based on the results of statistical analysis, we may reach the following conclusions: In the aspects of product property, consumption motivation, the information search in tea consumption, and tea consumption behavior, the factors indicate significant differences; as for the purchasing behavior, the factors of product property, consumption motivation, and the information search in tea consumption reveal significant differences. We propose the analytical results as suggestions for tea farmers, tea retailers, and further research, to help improve Taiwan tea industry.

關鍵字：Taiwan tea, consumption factor, consumption behavior