

生活型態與消費券使用行為之關聯性研究-以中華大學學生為例

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摘要

In 2008 global finance storm, the ROC government wanted to speed up economic recovery. Therefore the government in the first time provided 3,600 NT consumer voucher to all the people. As the life-style of university students will affect their consumption behavior. The research aims to understand whether the four kinds of life-style of students, including fashion, careful planning, social activity, and work hard, can affect their consumption behavior about daily, 3C products, beauty products, apparel products, stationery, and books.

Based on the result of statistical analysis on 300 questionnaires filled in by students from Chung-Hua university, the research examines the relationships about four kinds of life-style and six products consumption behavior. The empirical results shows that fashion and work hard life-style can affect daily, beauty products, stationery, books, and apparel products consumption behavior. Based on the findings of this study, the research also provides practical suggestion and future research propose.

關鍵字：life-style, consumer voucher, consumption behavior