

溫泉餐廳消費行為之研究-以行義路溫泉餐廳消費者為例

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摘要

The research examines tourists in a hot spring resort restaurant in Sing Yi Road, Taipei, confers factors effect variation of consumer behaviors, and analyzes how individuals' life style can affect consumers' behaviors. Using variables of life style, consumers are divided into categories and markets are separated into segments. In each market segment, characteristics of consumer behaviors are described and analyzed. Survey Research is adapted in this research. Tourists of the hot spring resort restaurant are examined. Data is analyzed by descriptive statistical analysis, factor analysis, cluster analysis, one way ANOVA, chi-square analysis and cross reference table. The research indicates the following. 1. Consumers can be divided into normal, fashionable, and society-responsible groups depending on their life style. 2. Each group has significant distinctive consumer behaviors such as average expenditure, information sources, and motivation. 3. Consumers in each group have significant difference on their social economic status such as age, educational background as well as average income. 4. Consumers with different social or economic background have distinctive behaviors such as average expenditure, information source, and motivation. Some advices are given for the hot spring resort restaurant industry.

關鍵字：Hot spring resort restaurant, Life style, Consumer behavior