

Exploring the Relationships among Shopping Motivation, Shopping Behavior,
and Post-Purchasing Behavior of Mainland Tourists toward Taipei Night
Markets

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Abstract

The consumption capability of people in China has been a big issue to tourism business. Due to the increasing of China tourists, Taiwan's government rescinded the category of people in China and opened up the non-stopped airline from China to Taiwan. The "one-day traveling style between China and Taiwan" has formed, hoping to bring business to Taiwan. Night market, which shows foreigners the very local character of Taiwan, contains various merchandise for consumers to purchase. With the increasing numbers of non-stopped airline, visiting Taiwan's night markets has also been one of major activities to China's tourists. The purpose of the present study is to understand the consumer behavior of China tourists in tourist night markets in Taipei and analyze that if their shopping motives cause the different shopping behaviors and post-purchase satisfaction and revisiting intention. The results revealed that for the China tourists, the motives of significant influence to the shopping behaviors. Also, the shopping behaviors significant influence to the whole satisfaction and the whole satisfaction significant influence to post-purchase behavior.

Keyword : Shopping Motivation, Shopping Behavior, Satisfaction, Post-Purchase Behavior