

CUSTOMER' S VISITING INTENTION TOWARD TAIPEI INTERNATIONAL BOOK EXHIBITION

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Abstract

The MICE (Meetings, Incentives, Conventions and Exhibitions) industry is the new form of business tourism and it' s also the fastest growing sector of the tourism market. In order to understand consumer' s visiting intention toward the book fair, the Theory of Planned Behavior (TPB) proposed by Ajzen (1991) would be employed in this study. TPB has been widely utilized to explain the consumers' behavior intention (Bruijn, 2010, Kim & Han, 2010). Based on the TPB, the behavior is determined by an individual' s intention to perform the behavior, and behavioral intention is determined by attitudes toward the behavior, subjective norms, and perceived behavioral control (Ajzen, 1991). The purpose of this study is to develop a framework of the consumer' s visiting intention toward the Taipei International Book Exhibition based on the TPB.

Keyword : Exhibition, Theory of Planned Behavior, Behavior Intention