

探討影響消費者購買婚紗旅遊商品行為意圖之潛在因子-由知覺價值角度切入

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摘要

Taking pre-wedding photos is a unique custom and cultural phenomenon in Taiwan. It has fostered the prosperity of the pre-wedding photography industry, while the added values and sophistication of the services have made the industry a world-leading cultural and creativity industry. Pre-wedding photography is also combined with tourism to allow the couples to enjoy the tourism experience, while taking memorable photos. This paper defines pre-wedding photography tourism as the packaged tour with the purpose of taking pre-wedding photographs; it is a personalized and thematic tourism product.

Pre-wedding photography tourism is an emerging cultural and creativity industry, and there have been very few relevant studies in Taiwan or overseas. Therefore, it is important to explore the key factors that influence consumers' intention to purchase pre-wedding photography tourism products. Previous studies have indicated that there is a strong correlation between consumers' intention to act and perceived values. Perceived values are subject to the effects of cognitive and emotional factors. This research aims to validate the relationships among variables, and propose a model to predict consumers' intention to purchase pre-wedding photography tours. This model covers both external cognitive factors (service quality and price reasonability) and internal emotional factors (perceived pleasure and perceived novelty). It is assumed that cognitive and emotional factors can serve as predictors of consumers' intention to purchase pre-wedding photography tourism products via their influence on the perceived values.

This research sampled single men and women of the marriageable age by convenience sampling, and designed a structured (closed) questionnaire. The survey was conducted from January 23, 2011 to March 10, 2011 across the wedding banquet halls in Taipei and Hsinchu, and at the 2011 Wedding

Photo Studio and Jewellery Expo, that took place in Hall 3 of Taipei World Trade Centre. A total of 364 questionnaires were retrieved, with 340 valid samples and 24 invalid samples; the effective return rate was 93.4%. The data were analyzed with SPSS12.0 and AMOS19.0 for descriptive statistics, confirmatory factor analysis, and structural equation model (SEM).

The analysis of the structural equation model (SEM) found that the values perceived by prospective customers have influence on their intention to purchase pre-wedding photography tourism products. Meanwhile, their perceived values are also subject to the influence of external cognitive factors and internal emotional factors. In terms of external cognitive factors, this research confirmed that assurance, apathy and price reasonability as part of the service quality dimension have influence on perceived values and indirect effects on intention of customers to purchase pre-wedding photography tourism products. In terms of internal emotional factors, this research validated that perceived pleasure and perceived novelty have influence on perceived values and indirect impacts on intention of customers to purchase pre-wedding photography tourism products. The findings can serve as a reference to scholars and industry players in their business and marketing strategies.

關鍵字：Wedding photography tourism, Perceived values, Behavior intention, Cognitive factors, Emotional factors