

A study on the factors for a customer to choose pineapple cake as local specialty Gift

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Abstract

In the recent years, the government has been actively promoting traveling and sightseeing, which not only leads to the flourishing of tourism but also to the increase of travelling related population and further prospers the sightseeing associated industry of the surrounding area. In addition, with the development of LOHAS concept and the higher consumption ability of the public, the proportion of travelling is increasing. During travelling, people tend to purchase local specialties either to taste the local famous cuisine or to share with families and friends for recalling the beautiful memory of the travel.

Therefore, the vendors of local specialty focus on the general habit of people's bringing local specialties back from a travel and lead to a large number of local specialty shops opened recently. Among all famous local specialties the pineapple cake was reported one of the most favorite local specialties chosen by tourist, which results in the expected fierce competition in the market of pineapple cake gift. Hence, it is a very important issue for the vendor to realize the way to attract consumers for buying their products.

In addition, since the government has been holding top ten local specialties voting activities in every county and city in the recent years and pineapple cake is still being the most representative local specialty and the must-buy local specialty for Chinese tourists, many famous bakeries and cake vendors are promoting pineapple cake products for attracting customers, which makes it a significant concern to find out what factors would lead the customer to purchase the product of a certain brand or shop. Most of the past literature focused on souvenir majorly but mentioned less about local specialty; therefore, this study explored deeply on local specialty to realize what factors would affect the

customer of purchasing pineapple cake as gift. By reviewing the related literature, brand awareness, price promotion, product and store attribute are indicated as the factors that affect the purchase intention of a customer. In another word, we want to know if a customer purchases a pineapple cake gift considering the factors like whether it is of a famous brand, on a price promotion and the product and store attribute. The main purpose of this study is to build a research model of the customer' s purchase intention on pineapple cake, which contains four factors such as brand awareness, price promotion, product attribute and store attribute on the premise that these four major factors would directly influence the customer' s purchase intention on buying pineapple cakes as gifts.

This study took the customers who actually purchased pineapple cake as gift to be the research subjects and adopted the enclosed questionnaire and simple sampling method by giving out questionnaires for the customer to fill out on site after purchasing. 450 questionnaires were given out in February, 2013 with 420 recycled. There were 400 effective questionnaires and the effective response ratio is 88.9%. At last, we used the analytical software SPSS17.0 to analyze the population statistic variables and AMOS16.0 to verify the interrelationship between the factors of brand awareness, price promotion, product attribute, store attribute and purchase intention as well as verifying the research premises.

The empirical result of the study shows that the brand awareness indeed has obvious effect on customer' s purchase intention; whether the vendor holds a price promotion or not has obvious effect on customer' s purchase intention; the product attributes have obvious effect on customer' s purchase intention; the store attributes have obvious effect on customer' s purchase intention. From the analysis result we realize that among all these four factors the location of pineapple cake shop and the clerks inside are significant to customers. The delicate design and novel packing of the pineapple cake box would better attract customers to purchase. The price promotions held by vendor also have good effect on luring the customer. All of the above shows that customers nowadays concern not only the deliciousness of pineapple cake but the purchase location convenience, packing and promotion scenarios. In the end we verified the model correctness according to the analysis result, which could be the reference for future studies and local specialty vendors'

marketing application.

Keyword : brand Awareness; price promotion; product attribute; store
Attributes ; purchase Intention