

大陸觀光客對台灣觀光夜市之購物動機、購物行為關係之研究

孔仁華, 陳沛悌, 陳祈森, 張志騰

休閒遊憩規劃與管理學系

觀光學院

pchen@chu.edu.tw

摘要

In order to know the consumer behavior of Chinese tourists in the night markets of Taiwan, the present study is preformed by using questionnaire to ask about the motive for shopping and the behavior of shopping., The survey was conducted at two Taipei' s tourist night markets - Shilin Night Markets and Raohe Street Night Markets. For analysis method, the present study was using SPSS for descriptive statistic and regression. The results revealed that the shopping motive of Chinese tourists had significant influence in shopping behavior, Moreover, the shopping behavior of Chinese tourists also significant influenced the evaluation of Taiwan' s night markets. The results help business to decide marketing policies for Chinese tourists to Taiwan.

關鍵字： Tourism Night Market, Shopping Motive, Shopping Behavior