

# A Study of Souvenires Purchasing Behavior of China Tourists in Taiwan

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## Abstract

This research took tourists visiting Taiwan from the China as subjects. The purpose of this research was to discuss the relationships among souvenirs purchasing motivation, customer satisfactions and customer loyalty of souvenir purchases from China's tourists visiting Taiwan, and further discussed the impacts on tourists' repurchasing intention and conveying a positive word of mouth effect. The research result was looking forward to provide as a promotional reference for related governing authorities planning the tourism mechanism for China's tourists. Finding souvenirs purchasing motivation, customer satisfactions and customer loyalty have significant positive relationship.

Keyword : China tourists in Taiwan, Souvenirs, Purchasing behavior, Souvenirs purchasing motivation, Customer satisfaction, Customer loyalty