

Exploring factors affecting consumers' selection of traditional Taiwanese banquet

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Abstract

Diet cannot only satisfy people's appetite appeasement, but can also create unique characteristics due to the influence of various natural environment, economic, political and religion cultural factors. In the closing ceremony of the 21st Deaflympics held in Taipei 2009, the organizer chose the Taiwanese style of roadside banquet to invite those Deaflympics participants to join this event. Along with serving and presenting local Taiwanese foods to people who came from all over the world, and due to the reporting of domestic and foreign media, this Taiwanese unique roadside banquet culture has been drawn much attention from the people who were closely followed this Deaflympics globally. Moreover, in Taiwan, the number of restaurants and hotels is continuously increased in recent years, thus there are more choices of holding banquets for consumers now. However, the roadside banquet style is not only full of rich traditional flavor, but also can represent the cultural heritage and significantly express the unique friendliness in Taiwan, which can be regarded as an important charm to make Taiwan to be renowned internationally. This study is mainly to explore that how can make consumers to choose the roadside banquet style within its advantageous conditions in the catering industry?

Therefore, this study's research purpose is to propose a research framework, which contains five major factors, and hypothesizes that these five major factors can affect consumers' willingness to choose the roadside banquet. By means of collecting relevant literature, five factors are organized as follows: banquet foods, banquet prices, venue environment, nostalgia emotion and word of mouth. Among which, banquet foods, banquet prices and venue environment they are always the basis of consideration for consumers in the catering industry, nostalgia indicates

the emotional experience that consumers felt internally, and word of mouth shows an exchange process between spreaders, including all ideas, concepts or evaluations.

This study adopts the questionnaire method to carry out the sampling survey. People in north region, including Taipei City, New Taipei City, Taoyuan County, Hsinchu County and City, are the target of questionnaire distribution, and distributes total 360 valid questionnaire since January 2013. After using the SPSS18.0 and Amos18.0 to carry out analysis for returned valid questionnaire, and describes the status of demographic variables and related tests, the result is identical to the initial prediction as well.

The research result shows a significant correlation in banquet foods, banquet prices, venue environment, nostalgia emotion and word of mouth, thus it has verified that these five factors will affect consumers' willingness to choose the traditional roadside banquet as their option; among which, nostalgia emotion possesses the highest significance that shows consumers still having great emotions of remembering past times on their mind. In addition, the analytic results also show that nostalgia emotion and word of mouth are indispensable to the catering industry.

Keyword : traditional Taiwanese banquet, nostalgia, word of mouth, behavioral intentions