

# The Influences of Life Style and Product Involvement on Purchasing Decision of Bicycle Consumers

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## ABSTRACT

The purpose of the study was to analyze the behavior of bicycle consumer, including their life style, product involvement and how the above factors contribute to bicycle purchasing decisions. A questionnaire survey was conducted, on a basis of 332 bicycle consumer from central Taiwan, to identify key elements which influence consumer's decision-making. Life Styles, Product Involvement and Purchasing Decisions are the three dimensions to analyze the behaviors of the target consumer. The researches find that Opinions accounts for a major factor in the dimension of Life Style. In the dimension of Product Involvement, Recognizing Risks yields the highest score while The Importance of Bicycles is considered as a relatively minor factor. Program Evaluation, which achieves an upper average score, outperforms the other factors in the dimensions of Purchasing Decisions. Purchasing Option provided by bicycle channels gains the lowest mark in this dimension. Specifically, gender, age, education, and income levels of the consumers indicate a significant difference in Product Involvement. It is also notable that marriage status, age, and occupations of the consumers show a significant difference in Life Style. Finally, results suggest that both Life Style and Product Involvement of the consumers have substantial impacts on making purchasing decisions. In particular, the factor, Activity, shows a significant influence on the Life Style of consumers. As for Product Involvement, Pleasure Value has a strong favorable effect on it. For future implementation, customization of the product and segmentation of the market based on the lifestyle of bicycle consumer are discussen

Keywords : life style、 product involvement、 purchase decision

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