

A comparative study on the influence of rail transportation passenger's perceived effort and inferred

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ABSTRACT

This research describes rail transportation passenger's perceived effort will affect their inferred motive or not; passenger's inferred motives will affect their attitude toward the rail transportation company or not; rail transportation passenger's attitude toward the rail transportation company will affect their willingness to purchase or not; rail transportation passenger's perceived effort will affect their attitude toward the rail transportation company or not; passenger's inferred motives will affect their willingness to purchase or not. And this research hopes to help rail transportation companies to understand how to increase passenger's willingness to purchase. This research is use the quantitative methods to conduct this research's data analysis, "A Comparative Study on the Influence of Rail Transportation Passenger's Perceived Effort and Inferred Motive to Willingness to Purchase in Taiwan and Mainland China" to conduct the questionnaire survey, and is based on the rail transportation passengers in Taiwan and Mainland China as the object of research to explore whether there is relevant or not between the variables. We use the random sampling in Taiwan and Shanghai for this research, by the way of questionnaires, the questionnaires combined total of 491, and 433 valid questionnaires were returned(98%); and we use the AMOS structural equation modeling to test the hypothesis. The results indicated that rail transportation passenger's perceived effort will positive their inferred motive; passenger's inferred motives will negative their attitude toward the rail transportation company; rail transportation passenger's attitude toward the rail transportation company will positive their willingness to purchase.

Keywords : Perceived Effort、 Inferred Motive、 Attitude toward Seller、 Willingness to Purchase

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