

# The effects of brand image, product attributes and lifestyle on consumers' purchasing behavior : 以大型

李宗霖、葉子明

E-mail: 343719@mail.dyu.edu.tw

## ABSTRACT

In recent years the growing popularity of movement leisure atmosphere, coupled with the Government to promote two-day weekend, the general public not only more time to engage in leisure movement, and the choice of leisure movement and more diverse. With the opening of huge heavy motorbikes, consumers to buy huge heavy motorbikes as a tool for leisure activities are gradually increased. Making based on huge heavy motorbikes related activities rise, motorcycle sports and motorcycle leisure as a new leisure trend and issues. The purpose of this study is to investigate brand image, product attributes and lifestyle on consumers' purchasing behavior - the case of huge heavy motorbikes. Through the questionnaire survey, while 300 questionnaires were given, 280 valid sample were returned, the questionnaires content including brand image, product attributes, lifestyle, consumers' purchasing behavior and personal information. The data were analyzed by reliability analysis, validity analysis, descriptive statistics analysis, correlation analysis, variance analysis and Logistic regression analysis with statistics software of SPSS. The research conclusions are as follows: The main consumers of huge heavy motorbikes gender for male, age for 30-39, education level for university, monthly income for 3-5 million, occupation for industry and commerce service industry and residential areas for northern region based. The main consumers' purchasing behavior of huge heavy motorbikes motivation for leisure amusements, information sources for internet information, brand for Japanese brand, price for below 300,000 and function for street vehicle based. Different consumers' purchasing behavior regarding brand image, product attributes and lifestyle had significant differences.

Keywords : huge heavy motorbikes、 brand image、 product attributes、 lifestyle、 consumers' purchasing behavior

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