

# A Study of the Relationship between Risk Communication and Tourist Hesitation

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## ABSTRACT

International tourism has become one of the popular leisure activities in the modern world. While traveling abroad, people usually meet some unpredictable risks. Overseas tourism products are high-priced along with high risks, and are considered non-frequently purchased. That is the reason why tourists are more conservative and quite much more concerned about the influence of tourism risks when they are going to decide to travel abroad. As for travel decision-making, whether risk communication and risk identification may enhance tourist hesitation? We would like to deal with this subject in our study. The methodology of our study consists of three variables: Independent Variable- Risk Communication and Dependent Variable- Tourist Hesitation. We hope to investigate how risk communication can effectively influence risk identification and tourist hesitation. A total of 400 questionnaires are distributed in a random way to the people who are over eighteen years old and live in Taiwan. Upon 334 effective questionnaires are collected, we analyze them with the Hierarchical Regression of SPSS15.0. The results we get are as follows: 1. Risk communication has a positive effect on Risk Identification. 2. Risk identification has a positive effect on Tourist Hesitation. 3. Risk Identification has a positive relationship of the mediating effects between Risk Communication and Tourist Hesitation. According to the results above, we suggest the travel business agency should make the best use of flexible communication skills with hesitated tourists, which would lead to a consensus of the best travel service quality. Owing to the tourists' trust and a re-consumption desire, tourism is going to be a potential market worth developing.

Keywords: Risk Communication、Risk Identification、Tourist Hesitation

## Table of Contents

內容目錄 中文摘要	iii	英文摘要	iii
	iv	誌謝	iv
	v	內容目錄	v
vi	表目錄	viii	圖目錄
	x	第一章 緒論	x
	1	第一節 研究背景與動機	1
	1	第二節 研究問題與目的	4
	6	第二章 文獻探討	6
	7	第一節 風險溝通	7
	7	第二節 風險確認	17
	21	第三節 旅客猶豫不決	21
	27	第四節 影響旅客猶豫不決之變項	27
	28	第三章 研究方法	28
	28	第一節 研究架構	28
	29	第二節 研究假設	29
	32	第三節 研究變數的操作性定義與衡量量表	32
	37	第四節 研究對象與抽樣方法	37
	38	第五節 資料分析方法	38
	41	第四章 研究結果與分析	41
	41	第一節 描述性統計分析	41
	44	第二節 因素分析	44
	47	第三節 信度分析	47
	49	第四節 相關分析	49
	62	第五節 平均數差異分析	62
	64	第六節 迴歸分析	64
	81	第五章 結論與建議	81
	81	第一節 研究結論及分析	81
	85	第二節 與先前文獻之比較	85
	86	第三節 實務上的建議	86
	88	第四節 研究限制與後續研究建議	88
	89	參考文獻	89
	89	中文部份	89
	89	英文部份	89
	94	附錄 問卷	94
	103	表目錄 表2-1 風險定義(一)整理	103

8 表2-2 風險定義(一)整理	9 表3-1 風險溝通構面及衡量題項
35 表3-2 風險確認衡量題項	36 表3-3 旅客猶豫不決衡量題項
37 表4-1 問卷發放及回收狀況表	41 表4-2 描述性統計分析表
43 表4-3 風險溝通因素分析表	45 表4-4 風險確認因素分析表
46 表4-5 旅客猶豫不決因素分析表	47 表4-6 風險溝通信度分析表
48 表4-7 風險確認信度分析表	48 表4-8 旅客猶豫不決信度分析表
49 表4-9 性別對各變數之獨立樣本T檢定分析表	50 表4-10 不同年齡層之平均數差異分析表
51 表4-11 不同教育程度之平均數差異分析表	53 表4-12 不同月平均收入之平均數差異分析表
56 表4-13 不同出國旅遊頻率之平均數差異表	58 表4-14 不同旅遊國外一趟的時間之平均數差異分析表
60 表4-15 不同旅遊國外同遊人數之平均數差異分析表	61 表4-16 各變數、構面間相關係數表
64 表4-17 風險溝通、風險確認與旅客猶豫不決之階層迴歸分析表	66 表4-18 風險溝通與風險確認之階層迴歸分析表
69 表4-19 風險訊息的態度、風險確認與旅客猶豫不決之階層迴歸分析表	70 表4-20 風險訊息的態度與風險確認之階層迴歸分析表
71 表4-21 風險資訊的說服能力、風險確認與旅客猶豫不決之階層迴歸分析表	74 表4-22 風險資訊的說服能力與風險確認之階層迴歸分析表
75 表4-23 風險訊息溝通/危害程度與風險確認之階層迴歸分析表	78 表4-24 風險訊息溝通/危害程度與風險確認之階層迴歸分析表
79 表5-1 研究假設與實證結果彙整表	84 圖目錄圖一 風險溝通架構圖
14 圖二 消費者購買決策五階段模式	20 圖三 研究架構圖
28 圖四 風險溝通、風險確認與旅客猶豫不決之迴歸路徑係數分析圖	68 圖五 風險訊息的態度、風險確認與旅客猶豫不決迴歸路徑係數分析圖
72 圖六 風險資訊的說服能力、風險確認與旅客猶豫不決迴歸路徑係數圖	76 圖七 風險訊息溝通/危害程度、風險確認與旅客猶豫不決迴歸路徑圖
	80

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