

The Influence Of Customer Value And Needs For Their Willingness To Purchase - Take The Example Of Travel Of Changhua Cou

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ABSTRACT

The purpose of this research is to explore the relation between customers' values, needs, and the level of purchasing willingness concerning domestic traveling sights, further analyzing the predictability that customer value and customers' needs have on the level of purchasing willingness. A questionnaire was conducted on teachers from Changhua who traveled domestically within the past year. Using purposive sampling, 300 questionnaires were issued and 280 were viable resulting in a viability rate of 93.33%. The statistical analysis leads to the following conclusions: 1. The overall customer value of domestic travel sights is moderate to high with a higher ethical value level. 2. The overall customer needs for domestic travel sights is moderate to high. 3. The purchasing willingness of domestic travel sights is moderate to high. 4. There is no disparity concerning customer value, customers' needs, and willingness to purchase between elementary school teachers with different educational backgrounds and salaries. 5. There was a significant difference in customer value and customers' needs between male and female elementary school teachers, with male teachers scoring more than female teachers. 6. There was a significant difference in purchasing willingness between elementary school teachers from different age groups, with those between 41 to 50 scoring higher than teachers around 30. 7. Customer value and customers' needs effectively predicts customers' purchasing willingness.

Keywords : customer value、customer need、purchase intention

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