

A Study of Product Differential Measured by Product Attitude and Product Benefits-Public Lavatory Equipment as an Example

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ABSTRACT

A Public place is an essential and frequently involved environment in people's life. A public product is certainly utilized with high frequency. Public lavatory equipment is one of this kind. However, it lacks of product differential seriously. At current market segmentation, bathroom -type equipment usually appears at bathroom and kitchen-fitting equipment shows up at kitchen often. However, the public lavatory equipment with professional design is few. Based on this phenomenon, the research focuses on This research methodology is based on the questionnaire primarily. It uses the method of non-random sampling to do survey for users in domestic department stores. The data is analyzed with the software package named "SPSS" by frequency distribution, factor analysis, cluster analysis, Chi-square, and one-way ANOVA. The research result shows that public lavatory equipment can be classified into six clusters of life style obviously. Under different background, the users with different clusters have significant difference to the uses of public lavatory equipment and psychological needs. This finding could be applied for the design of public lavatory equipment as an important reference and keep the public lavatory equipment fitting the users' needs, which just is the goal of this study.

Keywords : 生活型態 ; 盥洗設備 ; 產品利益 ; 產品差異化 ; 產品態度

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