

The Effects of Fuel Oil Price Fluctuation to Consumer Purchasing Behavior

王峻立、唐啟發

E-mail: 9601086@mail.dyu.edu.tw

ABSTRACT

In my study discussed the filling station service, marketing, consumer purchasing, and the necessary character of traffic vehicle. Questionnaires survey was used to be the major method of my research, 301 valid samples were obtained by stratifies sampling. Data were analyzed by Descriptive statistics, Factor analysis, and T-test. The approved result came out the consumer perceived of filling station service and marketing can be separated into four factors - strategy marketing, service quality, value recognized and consumer perceived, the highest degree of perceive is strategy marketing. The perceived of consumer purchasing behavior can be separated into four factors – convenience, quality, marketing, paying method, the highest degree of perceive is convenience. The consumer perceived of traffic vehicle necessary character can be separate into three factors – manipulate function, environment affection, economic, the highest perceive is manipulate function. The consumer perceive of filling station service and marketing were effected by personal age, family, occupation, income, filling amount, favorite filling station, main traffic vehicle, traffic vehicle age and have different effect degree. The consumer perceive of purchasing behavior were effected by personal sex, income, age, different VIP cards and have different effect degree. Consumer perceive of traffic vehicle necessary character were effected by personal age, sex, education, income, filling amount. The filling station service, marketing, consumer purchasing behavior, the necessary character of traffic vehicle – they were related and has positive relationship.

Keywords : consumer purchasing behavior ; price of fuel oil ; filling station ; demand

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