

The Impact of Home-Stay Managers and Customers' Life Style Congruence on Managers' Job Involvement-The case of Hwa-Lien..

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ABSTRACT

The purpose of this study is to acquire more understandings on how the home-stay managers' investment to be influenced by the life-style congruence between themselves to the tavern and their customers' to the tavern. This study is based on the analyzing result of questionnaires survey, consists 38 samples out of 50 of home-stays managers and 380 out of the 500 customers. The effective response rate of the survey is 60.0%. The results of this study indicate that the life-style congruence between the managers and that of their customers has impacted the managers' investment for sure. The lower life-style congruence between managers and their taverns indicates to a higher managers' investment, which is a negative relationship. On the other hand, the higher life-style congruence between customers and the tavern also shows a higher investment from the managers, which is a positive relationship. This result verifies the hypothesis of this study that the life-style congruence between customers and the home-stay managers causes higher manager investment. The other findings and management suggestions will be included in the study as well.

Keywords : home-stay, life-style, congruence, job involvement

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