

The Effect of Home-Stay Managers' and Customers' Life Style Congruence on Consumer's Purchasing Intention

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ABSTRACT

This study empirically examines the impact on home-stay Managers' and Consumers' life-style congruence on customer's purchasing intention. The purposes of this study are to expand the epistemology of consumer's purchasing intention, to discuss whether the difference between managers and consumers will create the moderating effects of life-style and to provide the theory basis for home-stay managers. The analytical approach of methodology is applied to analyze the parsimonious relationship by the questionnaires survey. The samples used for this study consisted of consumers and managers from Taiwan. Of the 1100 surveys distributed, 483 were returned. Deducting 131 questionnaires that contained missing data and were unsuitable, 352 were accepted as valid samples; therefore, an effective response rate of 32.0% was presented. Results indicate that 1.the life-style presents by home-stay Managers is usually the one they prefer. 2. The congruence of life-style between customer and home-style manager displays parabolic relationship with the consumer's purchasing intention. Based on 1 and 2, we infer that congruence degree between customer and manager should present the parabolic relationship with customer is all over congruence or inconsistency, the consumer's purchasing intention is lower; however, if parts of them are congruous, it shows higher intention. The material supports the part of this supposition, and the study also provides the suggestion against application of the follow-on research and management.

Keywords : home-stay, life-style, congruence, consumer's purchasing intention

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