

# A Study on the Relationship between the Perception and Consumption Behavior Types of Customers toward the Marketing Comb

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## ABSTRACT

Fitness clubs have already been in Taiwan for a long time, and become more and more prevailing ever since the presence of foreigners-invested fitness clubs. With effective marketing promotion, the fitness clubs have been converted from their conventional and stereotyped image into a advanced and stylish one. More over they are well accepted. Therefore, it is essential for the researchers, the management and the goers to realize the correlation between customer perception and consumption behavior types. The aim of the study is to establish and validate the correlation model between customer perception and consumption behavior types – with variables: marketing combination, consumption behavior types and customer perception. The subjects of the study are the club members of the California Fitness Club in downtown Taichung City. A total of 250 valid copies of the questionnaire was collected with convenience sampling approach. A thorough statistic analysis of the colleted data has been done with the structured equation model, and the following points were drawn from it: marketing combination has positive correlation with consumption behavior types, consumption behavior types has positive correlation with customer perception, and marketing combination has positive correlation with customer perception. Thus this model can be valid and convincing in interpreting the correlation of marketing combination with customer perception and consumption behavior types respectively in the multi-nation fitness clubs.

Keywords : fitness club ; marketing combination ; customer perception ; consumption behavior types

## Table of Contents

第一章 緒論 . . . . . 1	第一節 研究背景與動機 . . . . . 1	第一節 研究背景與動機 . . . . . 1
1 第二節 研究目的與問題 . . . . . 2	第三節 研究範圍 . . . . . 3	第三節 研究範圍 . . . . . 3
. 3 第四節 研究流程 . . . . . 3	第二章 文獻探討 . . . . . 5	第二章 文獻探討 . . . . . 5
. . 5 第一節 健身俱樂部 . . . . . 5	第二節 行銷組合 . . . . . 5	第二節 行銷組合 . . . . . 5
. . . 16 第三節 消費行為類型 . . . . . 32	第四節 顧客知覺 . . . . . 3	第四節 顧客知覺 . . . . . 3
. . . . . 36 第三章 研究方法 . . . . . 41	第一節 研究架構 . . . . . 5	第一節 研究架構 . . . . . 5
. . . . . 41 第二節 研究變項之操作性定義 . . . . . 42	第三節 研究假設 . . . . . 5	第三節 研究假設 . . . . . 5
. . . . . 43 第四節 研究工具 . . . . . 44	第四節 研究對象與調查方法 . . . . . 51	第四節 研究對象與調查方法 . . . . . 51
法 . . . . . 51 第六節 預試問卷的統計方法 . . . . . 52	第四章 結果分析與討論 . . . . . 58	第四章 結果分析與討論 . . . . . 58
. . . . . 58 第一節 樣本結構分析 . . . . . 58	第二節 信度與效度分析 . . . . . 58	第二節 信度與效度分析 . . . . . 58
. . . . . 64 第三節 國際行銷組合之顧客知覺與消費行為類型關係模式之驗證 . . . . . 71	第五章 結論與建議 . . . . . 75	第五章 結論與建議 . . . . . 75
71 第四節 模試驗證結果分析 . . . . . 75	第一節 結論 . . . . . 77	第一節 結論 . . . . . 77
. . . 77 第一節 結論 . . . . . 77	第二節 管理意涵 . . . . . 81	第二節 管理意涵 . . . . . 81
. . . . . 79 第三節 研究限制 . . . . . 81	第四節 研究建議 . . . . . 86	第四節 研究建議 . . . . . 86
. . . . . 82 參考文獻 . . . . . 86	附錄 研究問卷 . . . . . 98	附錄 研究問卷 . . . . . 98
. . . . . 98		

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