

A Related Study on Customer ' s Consumptive Motivation, Customer ' s Value, and Continuous Participation of Sport Theme Re

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ABSTRACT

The purpose of this study was to conduct a series of probe into the relationships between the customer ' s consumptive motivation, customer value, and their continuous participation in sport theme restaurants. Study subjects were that the customers of sport theme restaurants in the three major metropolitan area of northern, central, and southern Taiwan. The researcher designed a questionnaire, named " a survey for a related study of customer ' s consumptive motivation, customer value, and their continuous participation in sport theme restaurants, " as research tool. The statistic analysis were that of descriptive statistics, reliability analysis, Pearson product-moment correlation, and simple linear regression. The results were as follow:

(1)The mean number for the customers in sport theme restaurants, in terms of their consumptive motivation, customer value, and continuous participation respectively, were 3.46, 3.30, and 3.11, which all reveal a moderate level; (2)The consumptive motivation, various dimensions of customer value, and continuous participation of the customers for sport theme restaurants were significantly related, and (3)For the consumptive motivation and customer value of customer of sport theme restaurants, only that " symbolic value " and " practical value " were predictable for customer ' s continuous participation, whereas the predictability of " the hedonic value " was insignificant.

Keywords : theme restaurant、 consumptive motivation、 customer value、 continuous participation

Table of Contents

中文摘要	iii
英文摘要	iv
誌謝辭	v
內容目錄	vi
表目錄	viii
圖目錄	ix
第一章 緒論	1
第一節 研究背景與動機	1
第二節 研究目的	3
第三節 研究問題	3
第四節 研究範圍與限制	3
第五節 解釋名詞	4
第二章 文獻探討	6
第一節 主題餐廳	6
第二節 消費動機	11
第三節 顧客價值	16
第四節 持續涉入	27
第三章 研究方法	37
第一節 研究流程	37
第二節 研究架構	38
第三節 研究假設	38
第四節 研究過程	39
第五節 樣本與取樣	39
第六節 研究工具	39
第七節 資料分析方法	44
第四章 研究結果與討論	46
第一節 研究樣本基本資料	46

第二節 運動主題餐廳消費者之消費動機、顧客價值與持續涉入	49
第三節 運動主題餐廳消費者之消費動機、顧客價值與持續涉入相關性之分析	57
第四節 運動主題餐廳消費者之消費動機與顧客價值對持續涉入之影響	60
第五章 結論與建議	63
第一節 結論	63
第二節 建議	64
參考文獻	67
附錄A 研究問卷	81

表目錄

表 2-1 主題餐廳	11
表 2-2 顧客價值的定義	23
表 2-3 顧客價值的衡量模式及分類	24
表 2-4 涉入的定義	28
表 3-1 消費動機量表	40
表 3-2 顧客價值量表	42
表 3-3 消費者持續涉入量表	43
表 4-1 運動主題餐廳消費者基本資料	48
表 4-2 運動主題餐廳消費者消費動機分析表	51
表 4-3 運動主題餐廳消費者顧客價值分析表	54
表 4-4 運動主題餐廳消費者持續涉入分析表	56
表 4-5 運動主題餐廳消費者消費動機與持續涉入之相關性	59
表 4-6 運動主題餐廳消費者顧客價值與持續涉入之相關性	60
表 4-7 運動主題餐廳消費者消費動機、顧客價值對持續涉入關係迴歸分析表	62

圖目錄

圖 2-1 需求與動機關係圖	13
圖 2-2 消費行為關係圖	14
圖 2-3 價值概念的歷史變遷	19
圖 2-4 以顧客為中心的4C與4P對照	22
圖 3-1 研究流程圖	37
圖 3-2 研究架構	38

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