

Applying the Theory of Reasoned Action to Cycling Exercise Participant's Behavioral Intentions

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ABSTRACT

In order to understand the satisfaction of four user type, the study applied the UD Model (user-diffusion model) to analyze the use behavior of the female bicycle consumer. Besides, the study employed Personal Dimension, External Dimension, Product Attributes against Variety of Use and Rate of Use to find out the influence among different factors. The sample tested by questionnaire in this study features the mature female bicycle user in the middle area of Taiwan. The age of them is between 31~50 years old. Most of the participators are graduated from colleague or university and work in the manufacture industry or serve in government authorities with regular income standard. The study divided the female bicycle user into 4 different use types: Passion User, Heavy User, Wide User, Limited User. Personal Dimension and External Dimension influence Variety of Use. The Product Attributes influence Rate of use. Further more, Personal Dimension and External Dimension can influence the Passion User and Wide User. Product Attributes can influence the Heavy User. They study found out that the Variety of Use and the Rate of Use can influence the satisfaction of the female bicycle user.

Keywords : use diffusion, product attributes, female bicycle

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