

消費者知覺風險減輕機制 - 以台灣中部地區某汽車旅館為例

何揚民

E-mail: hym100@mail.dyu.edu.tw

摘要

摘要

近二十幾年來，台灣汽車旅館快速蓬勃發展。某些研究結果顯示該產業的成功植基於這個產品滿足了消費者社會隱私之需求(例如：提供情侶私密、舒服的環境與性愛冒險的機會)。然而，也正因為服務商品的無形性以及該產品的私密性，使得汽車旅館消費者常承受某些特定知覺風險。

本研究主要目的在探討汽車旅館業者，在消費者面臨知覺風險時，能夠提供哪些風險減輕機制，來說服消費者安心購買產品。為深化本研究主題，本研究採立意抽樣個案研究法：多重蒐集研究資料(行銷文宣、網站資料、各級工作人員半結構式訪談與設備、場地觀察拍照)，並依質性分析螺旋程序做三角交叉驗證分析。本研究發現汽車旅館業者重視消費者知覺社會風險，並採用減輕風險機制。業者所採取之主要減輕風險機制，依序有品牌建立、隱私保護與顧客逃脫計畫。

Abstract

The business of motels in Taiwan has been developing rapidly over these two decades. Research shows that success in this sector comes from primarily the promotion of some socially private activities (e.g., offering young lovers intimacy, comfortable environment, and chances for sex adventure). Due to the intangible and intimate quality of the motel service, consumers often perceive risk.

The main purpose of this study is to investigate the risk reduction mechanism motel owners offer for their customers in persuading them the safety of their service. A case study is conducted with a purposeful sampling, collecting data from multiple resources from demos, websites, half-structured interviews with workers as well as the observation and photos of various work sites and equipment. Data is analyzed qualitatively through the data analysis spiral procedures for triangulation from multiple sources. This study finds consumer 's perceived social risk is...

關鍵詞: 關鍵字：汽車旅館，知覺風險，風險減少策略，消費者行為

Key words: mo...

參考文獻

參考文獻

1. Alexander, M. et al., (2010). Love motels: Oriental phenomenon or emergent sector? *International Journal of Contemporary Hospitality Management*, 22(2), 194-208.
2. Basil, M. (2008). Japanese love hotels: protecting privacy for private encounters, *European Advances in Consumer Research*, 8, 505-510.
3. Bauer, R. A. (1960). "Consumer behavior as risk taking," in *Dynamic Marketing for a Changing World*, ed. Robert S. Hancock. Chicago: American Marketing Association, 389-398.
4. Berg, B. L., & Lune, H. (2012). *Qualitative research methods for the social sciences* (8th ed.). Upper Saddle River, NJ: Pearson.
5. Berteau, P. E. (2010). Perceived risk and consumer protection strategies, *Young Economists Journal*, 8 (14), 43-54.
6. Bhatnagar, A. et al. (2000). On risk, convenience, and Internet shopping behavior, *Communications of the ACM*, 43 (11), 98-105.
7. Caballero, J. A. and Tsukamoto, Y. (2006). Tokyo public space networks at the intersection of the commerc...