URN etd-0407109-183711-816
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Statistics This thesis had been viewed 36 times. Download 0 times.
Department
Year 2005
Semester 2
Degree Master
Type of Document Master's Thesis
Language zh-TW.Big5 Chinese
Title A Study of the Consumer Purchase Behavior on the Vitamin
Date of Defense 0000-00-00
Page Count 97
Keyword
Vitamin
Customer Purchase Behavior
Demographics
Psychological
Product evaluation

Abstract ABSTRACT
The vitamin is the human body extremely important nutrition quality, the majority of vitamin is unable voluntarily to synthesize in human body. So the essential of vitamin have to absorb from extra supplement. If malnutrition in every day life with vitamin. It will become important custom to take vitamin correlation to maintain body health. I specially aim at the vitamin to make the expense behavior research. The customer cannot baseless make the decision, because their purchase of decision – making is base on receive the consumer intrinsic different difference and the external environmental effect.
The research attempt by “Demographical statistics variation” “Psychological statistics variation” “ Product evaluation statistics variation” to discusses “customer purchase behavior variation. The consumer once purchased the vitamin which in view of the Tainan residents in made the random sampling questionnaire survey analysis. Respectively by basic Statistic analysis, Factor analysis, Canonical correlation analysis, Trustworthiness analysis, Analysis of variance, Multiple Regression analysis, Duncan multiple T-comparison and Cluster analysis. Those research proposed carries on tests and confirms in each supposition.
The research make the conclusions were finding discovery as follows.
1. The customer's Demographical statistics variation can affect the vitamin of purchase behavior.
2. The customer's Psychological statistics variation can affect the vitamin of purchaser’s behavior.
3. The customer's Product evaluation statistics variation can affect the vitamin of purchaser’s behavior.
Keywords : Vitamin, Customer Purchase Behavior, Demographics, Psychological, Product evaluatio

Advisory Committee Lin, chi-hsiang - advisor

Files No Any Full Text File.
Date of Submission 2006-07-19