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Abstract
Taiwan is now an aging society, how to develop to service the seniority category is now a hot topic. Companies in this business need to take advantage of this trend. The annual basic living expenses for seniority over 65-year-old (around 2.21 million people) are about TWD150,000 (health and medical care is not included). The total market anticipated size is around TWD330 billion. Accompanying with 3.45 million quasi-seniority people (at age from 50-64) to step into seniority category in 2005, the market is expected to boom even further due to different lifestyle compared to the already-seniority group. For the time being, a lot of tycoons are aware of this trend and opportunities, including Taiwan Plastic Company.
Due to significant progress and development in Medical field, increasing individual disposal income and the rising population for the senior, the needs for health-related business is also on the rise. So, the needs for daily health supplements are then booming. In this study, we focused on customers' motivation, behavior and attitude towards to healthier life analysis to present references for health-related companies to set up their marketing strategies.
The quantitative method is adopted in this study. And interviews with quasi-seniority category (at age from 50-64) that had purchased health-related products are our key database. And we found that,
1.The main category to purchase health-related products is the category at age of 50-54.
2.The category in Central Taiwan with office job is the frequent buyer for health-related products.
3.The interval for the category to purchase health-related products is longer for the category with higher income and taking regular exercise.
4.The higher the purchasing motivation based on psychological factor, the more frequent for them to take health-related products.
5.The category at age 50-54 working in government and with education at university and above, and family with grown-up children, are also frequent-buyer for health-related products, based on psychological factor.
6.The people doing more health consultancy, the more they spend on health-related products.
7.People with busier job tend to have high correlation with purchase motivation, such as recommendations from others, psychological factor and professional channel.

Besides, people who purchase health-related products are cautious about health-related products' ingredients. So, how to comfort customers' concerns about the ingredients is an important topic for subject industry to resolve. It shows that health-related products with more rigid development, sound human testing, authority approval and introduction by experts will gain more recognition from customers.
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