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Abstract
According to the statistics, Taiwan has fulfilled the definition of an “aging society” set by the United Nations. Up to the end of October in 2007, the percentage of the national population, with the age above 65, has risen to 10.16%. The rate of the population to go aging in Taiwan is faster than that of the developed countries, such as the United Kingdom, the United States, Japan and France. This shows that Taiwan is encountering a rigorous challenge in terms of caring and supporting of the senior citizens. Since 1998, a great number of nursing homes have been sprawling up and this result in a vigorous competition between nursing homes to attract more customers. This research is based on the nursing homes ’dealers’ view; and is trying to investigate the factors that affect the public’s desire to admit into the nursing homes and find out the effect of the pricing factors to the admission into the nursing homes.
The data is collected via the conduction of survey to the public above the working age in the great Dou-liu area. The sample data is processed and analysed by using the statistics soft-ware, SPSS, and the main results of the research is below:
1. Among factors such as, “individual characteristics”, “expectation factors towards nursing homes”, “degree of acceptance towards admitting into nursing homes”, “prising factors”and “desirability of admission into nursing homes”, signifinant differences are found in some parts of the factors.
2. Research variables like”Expectation factors towards nursing homes”, “marketing strategies” and the “desirability to admission into nursing homes” have a sigmificant relationship but among prising factors, only “economic pressure” and “desirability to admission into nursing homes” are closely related.
3. In multiple regression and hierarchical regression analysis of the desirability to admission into nursing homes, the “expectation factors towards the nursing homes’’ and its formatives, and “ marketing strategies” and its formatives , some factors are found to have significant effect.
4. The result for any two factors from individual factors of customers or the other two variables for the two-way ANOVA to the desirability to admission into nursing homes, shows that some have main effect; there is an interaction to the desirability to admission into nursing homes between “ customer’s level of education and total family income” and “customer’s expectation factors and acceptance towards the price”.
5. The cluster analysis of the public showed different customer expectation and acceptance towards the marketing strategies, have significant differnce of desirability towards the admission into the nursing homes but have no difference towards the pricing factors.
The research will base on the results listed above to render suggestions and advice to the owners of the nursing homes and the future researchers for reference.

Keywords: Nursing home, the Care actions of nursing home, Service quality, Corporate image, Marketing strategy, the Desirability to admit into nursing home
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