URN etd-0407109-183719-1558
Author Pei-yu Kao
Author's Email Address No Public.
Statistics This thesis had been viewed 85 times. Download 0 times.
Department
Year 2006
Semester 2
Degree Master
Type of Document Master's Thesis
Language zh-TW.Big5 Chinese
Title A study on the influence of brand awareness of Tainan local delicacy on tourism marketing
Date of Defense 0000-00-00
Page Count 96

Keyword
Tainan local delicacy
Brand awareness
Perceived quality
Purchase intention
Tourism marketing

Abstract
Local delicacy is an important item of destination attractions, and also the key element in differentiating destinations. The development of Tnainan local delicacy was deeply influenced by history. As time went by, it had become an emblem of local life culture in Tainan. This research took Tainan delicacy as an example to measure the brand awareness, and to discuss the relationships between brand awareness, perceived quality, purchase intention, satisfaction and visiting intention of tourists.

Five hundred visitors were taken as the questionnaire subjects in Tainan heritage areas. The results indicated that:

1. The brand awareness of Tainan local delicacy would enhance tourists' perceived quality, purchase intention, satisfaction and visiting intention.
2. The perceived quality would also increase people’s purchase intention, satisfaction, and visiting intention.
3. Perceived quality has mediating effect on the relationships between brand awareness and the other factors.
4. Tourists' purchase intention would also increase their satisfaction.
5. There is a positive significant correlation between purchase intention and visiting intention of tourist.
Advisory Committee Wang Yi-fong - advisor

Files No Any Full Text File.
Date of Submission 2007-07-22