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Abstract Abstract
People in modern times have a basic quality of life, are generally educated, and have elevation of knowledge, so that "taste" has been increasingly emphasized. Some consumers still insist on low prices and durability for merchandise, but other consumers have gradually come to focus on the individuality, personalization, quality, and package design; they take quality and taste seriously. Past studies do not discuss the aspect of taste; this study uses a qualitative and quantitative approach, through literature analysis, analysis of data in the United Daily News Database, and in-depth interviews of senior sales personnel, a scale was designed and developed. Senior sales personnel in the automobile, apparel, interior design, hairstyle design, furniture, technology, art gallery, and travel agency industries were used as subjects of interviews. It is hoped that through the experience and observations of sales personnel who come into direct contact with consumers, understanding of the basic aspect of consumer taste can be achieved.
The researcher conducted in-depth interviews with 16 interviewees. Analysis of interviews resulted in the development of the following basic propositions:
Proposition 1: Consumers with a greater understanding of personal needs or with more definitive views also have a higher degree of taste in consumption.
Proposition 2: Consumers with a deeper understanding and are more knowledgeable about merchandise also have a higher degree of taste in consumption.
Proposition 3: Consumers who know how to collect related information about merchandise have a higher degree of taste in consumption.
Proposition 4: In the purchasing setting, consumers who are friendly in speech and attitude have a higher degree of taste in consumption.
Proposition 5: Consumers who are more understanding of purchasing merchandise that suit themselves have a higher degree of taste in consumption.
Proposition 6: Consumers who understand holistic coordination have a higher degree of taste in consumption.
Proposition 7: Consumers who emphasize product quality have a higher degree of taste in consumption.
Proposition 8: Consumers who have aesthetic conception have a higher degree of taste in

consumption.
This study used analytical results from in-depth interviews to develop a scale of consumer taste. There were 49 valid samples from subjects, and factor analysis is used to summarize the consumer taste aspects: emphasis on product quality, friendly speech and attitudes, a considerable level of product knowledge, selection of appropriate products, emphasis on holistic image, insistence of one' s own aesthetic conception, and understanding of one's own needs. The overall consistent reliability of the consumer aspects is 0.8344, and that of each of factor surpasses 0.7; reliability of friendly speech and attitudes is highest at 0.9208. The overall internal consistency of interviewees is 0.9672; interior designers have highest consistency at 0.9077, followed by the cellular phone, art gallery, apparel, furniture, computer, hairstyling, travel agency, and automobile businesses.
Later, factor analysis was conduct on feedback behavior of sales personnel; regression analysis was conducted on the factors of feedback behavior and consumer taste. It was found that sales personnel give warm treatment to consumers with taste, and want to befriend them, share life experiences, or even spend more time explaining product features, listen to consumer comments and opinions, give them company samples, etc. This study only conducted preliminary analysis on feedback behavior; consumer taste can be used by later empirical studies as a foundation.
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