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Author huang-chun Liao
Author's Email Address No Public.
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Abstract
A traditional customer always chooses the virtual channels to buy outbound travel products. As the rapid growth of the Internet, customer habits are changed. Several key points are addressed in the paper : the number of people prefer internet shopping are increasing. Consumer behavior is different in physical channel and virtual channel so retailers should have different strateges.
The purpose of this study is to discuss that different lifestyles have significant influence on traveling motives and distinct travel motivations have salient effects on travel behaviour for tourists traveling overseas by means of two channels: travel agency and internet.
The series of analyses are made by using SPSS 10.0 software, including factor analysis, cluster analysis, t test, and one-way ANOVA. These analyses are conducted to prove the hypotheses in this study.There are significantly differences between the difference of lifestyle, and travel motivation. There are significantly differences between travel motivation and travel behavior.
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