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Abstract
Outstanding response from customers constitutes one of the competition advantages for enterprise upon differentiation with respect to the rivals. Due to personal needs, emphasis and risk perception, the intention to re-take the same pubic transportation system is found to be in wide variety in the markets.
Since Taiwan High Speed Railway (THSR), a milestone of public long-distance transportation evolution in Taiwan, has been in operation, the choice of transportation from the south to the north of Taiwan or vice versa becomes versatile. On the other hand, THSR brings a certain degree of impact on the other transportation competitors. Hence, it is necessary for the CEOs of transportation industries to further realize the nature and tendency of the consumer behavior to that they can create benefits and boost the business running, especially faced with the severe challenging environments. Therefore, four transportation systems are investigated and compared in this research. Namely, they are: Freeway Bus, Taiwan Railway, THSR and domestic airlines. The consumers are selected from the residents around Kaohsiung City. Degree of involvement, perceived risk and intention to re-ride are studied for the aforesaid four transportation systems. In addition, how different the resulted perceived risk and intention to re-ride can be, due to different degree of involvement, is unveiled. At last, the influence of risk sensitivity of the customers upon the intention to re-ride the same transportation tool is explored.
Based on four hypothesis, a few of major conclusions are made in this paper. First, the differentiation is obvious to take different transportation systems at all the aspects: degree of involvement, perceived risk and intention to re-ride. The customers of THSR have the highest degree of involvement but the lowest risk perception. More over, their intention to re-ride THER is the strongest.
Secondly, for different degree of involvement, the differentiation for risk perception is evident in some aspects such as financial, physical and psychological concerns and time consumption. However, the differentiation for social risk is not outstanding.
On the other hand, the intention to re-ride is significantly influenced by the risk perception of consumers. That is, higher risk perception, lower intention to re-ride. At last, the intention to re-ride is enhanced by the involvement degree. In another word, more involvement would encourage the consumers to re-ride the same transportation system.
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