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Abstract
The freeway is a common route for traveling around in a country. Thus, the service area of a freeway has become a place of toilet, food and beverage, sightseeing and refueling for passengers. The original function of service areas was to provide a place for those who are traveling long distances to rest. This research tried to find out that whether a famous company manages a service area can extend its brand to attract passengers to consume. In addition, this study investigated whether well-known brands influence the options of passengers for choosing the service area or not.
The questionnaire was conducted at the Dong Shan Service Area on the weekends from March 20, 2007 to April 29, 2007 and got 490 subjects.
The major findings of the research were:
1. Passengers care about which service area to stay.
2. The service area has become one of the new sightseeing destinations on passengers' trips.
3. It has become increasingly popular to manage the service area by well-known brand company.
4. Promoting the service area with a well-known brand can more easily attract the passengers to visit the place again.
5. The brand will have advantages for a company to operate the freeway service area because the company will be the sole provider of goods at this location and therefore maximize profit at these locations.
6. Service areas located in different regions have different styles and ideas.
7. The perceptions toward the brand can promote the purchasing sense of a consumer.
8. Affections toward a brand would be the basis of purchasing behaviors.
9. Different attributes of users would generate different degrees of involvement.
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