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Abstract
There's business opportunities worth nearly NT$ 50 billion in the funeral industry, however, due to its adverse influence like poor operation style and service quality, etc., most people have negative impression on this industry. Preneed contract, in the form of deed, makes product contents and prices standard and transparent, attempting to change the people's negative impression on this industry. However, though preneed contract has been launched in Taiwan for over 10 years, its market share in Taiwan is still only 4% or so, far behind that of Japan.

To improve the people's level of acceptance, in recent years, operators of preneed contract have been actively building images with media, expos and other marketing instruments; will these activities improve the people's willing of purchase? There are so few domestic researches on consumer behavior of preneed contract, one reason is the particularity of the topic of "death", the other is the limited recognition of the people for preneed contract, resulting in that most of the contents or methods of preneed contracts are incomplete.

This study adopts the Great Taiwan Area as the object, utilized the theory of consumer behavior to probe into the influence of marketing stimulation and the inherent difference between consumers on the people's willing to purchase preneed contract. We collected related data through questionnaires, and then find out the main factors influencing the people's willing to purchase preneed contract with the Logistic Regression.

It is found from the results of the study that, nearly half of the interviewees in the Great Taiwan Area have willing to purchase preneed contract, those people are mainly between 30-50 years old, those have no kin and cannot support themselves don't adstain from talking about life and death and know very well about preneed contract. The results also show that the people's impressions on preneed contract and the factors of preneed contract products, including good service quality, complete service contents, provision of related additional items, legality of products and the degree of profession in funeral services, have direct influence on their willing of purchase.
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