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Abstract
To cooperate the "Challenge 2008 - National Development Plan" launched by the Executive Yuan, the Council of Agriculture implemented the strategy of "Global Connection and Local Actions" to establish a stable and effective method to manage the farming environment with a renewed thinking which enabled Taiwan's farming upgrading and providing an opportunity for the people in Taiwan to appreciate the beauty of agriculture. However, many recreational farms with high-degree similarity were built recently failing to project the specific character of individual farm. From the marketing aspect, if the recreational farm industry segments consumers' character and difference based on consumers' demand, they will predict the market more precisely. Based on this perspective, this study tried to discuss tourists' character with consumer behavior and market segmentation theories as a basic structure and seeking product benefit as segmentation variable supplemented by demographic, lifestyle and purchasing behavior variables as descriptive variables.

Taking the "Chiayi Farm Ecological Resort" operated by the Janfusun conglomerate as the study scope, this study conducted a series of survey on farm tourists. The research method was based on the structured questionnaire and the analysis method described tourists' basic attributes and consumer character with descriptive statistics. This study discussed the product benefits from aspects of hospitality, equipment, resources, activities, services, atmosphere, organizational factors and others covering product nature, product function and the feeling of a product and utilized Factor Analysis to extract four prominent benefit factors. Employing Cluster Analysis to divide market into two segmentations, this study adopted the Chi-square Test to unveil that different tourist segmentation did have prominent difference on demographic variable and traveling behavior and adopted Independent-Sample T Test to unveil that different tourist segmentation did have prominent difference on lifestyle variable.The study revealed that the benefit sought by farm tourists had partial prominent difference and different benefit segmentation cluster also did have partial prominent difference on demographic variable, consumer behavior variable and lifestyle variable. The result of the study described tourists' consumer behavior with the character of tourists' benefit segmentation in order to provide related suggestions on marketing strategy for farm industry.
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