

# 中式點心與西式點心消費者行為探討

陳宥妤 陳佩綺\* 劉韋銘

東海大學食品科學系

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## 摘要

近年來因應全球化的現象，各地為展現區域特質，紛紛強調其地方文化特色；其中，食品的特色就常被凸顯。本研究即鎖定在了解消費者對中式與西式點心的消費行為上，產品屬性和商店形象是否會影響其購買行為，同時想瞭解購買中式和西式點心的消費者生活型態是否有差異？本研究將應用「食品相關生活形態量表」進行生活形態差異分析。以問卷調查方式，在北、中、南共發放300份問卷，有效問卷293份，調查結果發現：購買西式點心的消費者較多，約九成是自行食用，購買金額大多在200元以下；購買中式點心的消費者，作為送禮用途佔其購買的四成，因此購買金額在500元以上居多。在人口統計變數中，居住地區會影響購買用途。在商店形象中購買西式點心消費者較重視產品選擇；而在產品屬性中，購買中式點心消費者重視地方及文化特色。不同情境之下，消費者在早餐、下午茶、慶生、咖啡、洽談公事、朋友聚會以及隨時充飢或外出攜帶的情境會偏好西式點心；在中餐、宵夜、泡茶的情境下較多消費者偏好中式點心。最後，將消費者之生活型態進行因素分析發現西式點心消費者較重視社交活動。中式點心購買者確實較重視「在地文化」屬性。

關鍵詞：消費行為、食品相關  
生活形態量表、因素分析、中  
式點心、西式點心

\*通訊作者：peggy@thu.edu.tw

# A Consumer Behavior Study on Desserts of Chinese and Western Style

Yu-Yu Chen, Pei-Chi Peggy Chen,\* and Wei-Ming Liu

Department of Food Science, Tunghai University, Taichung, Taiwan

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## Abstract

This study aims to understand the consumer behavior of desserts of Chinese style and Western style. How product attributes and store image effect consumer behavior will be studied, and by using the FRL(Food Related Lifestyle), the difference of lifestyle between those who buying Chinese and Western style desserts will also be examined. 300 questionnaires are distributed in Southern, Central and Northern Taiwan, and 293 samples are valid. Results found consumer purchased Western style dessert more than Chinese style, and 90% of those who buy western desserts are for self consuming, and purchasing amount is less than NT 200. The consumer who purchased Chinese dessert is self-consuming as well, however, 40% of the purchased are as gifts, and average purchasing amount is more than NT 500 . It's also found the living area will influence purchase purposes. Western desserts buyers pay more attention on the varieties of product selection; while the local and cultural characteristics attribute is more important to the Chinese desserts buyers. Using the FRL (Food Related Lifestyle) to compare the two groups of consumers, it's found the Western desserts buyers are more attaching to social activities than the Chinese dessert buyers, and the Chinese desserts buyers are more concerned with 「local」 characteristics of products.

**Key words:** Consumer Behavior, Food  
Related Lifestyle, Factor Analysis,  
Chinese Style Desserts, Western Style  
Desserts.

\*Corresponding author: peggy@thu.edu.tw