

以計畫行為理論探討外籍學生品嚐台灣小吃之行爲態度與行爲意圖

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摘要

本研究旨在以Ajzen(1991)提出的計畫行為理論探討外籍學生品嚐台灣小吃之行爲態度、主觀規範、控制知覺與行爲意圖之間的關係，目的在了解外籍學生對台灣小吃的態度、選擇台灣小吃時是否受到親友、媒體的影響；以及其對可能面臨的障礙因素(語言障礙、交通工具障礙等)等是否會影響其對於品嚐台灣小吃的行爲意圖。本研究以量化方式進行研究，利用問卷蒐集資料，研究對象為在台灣中部地區學習中文的外籍學生，採用敘述性統計、信度分析及迴歸分析等方法進行資料分析。研究結果發現除了衛生與健康的因素，外籍學生對台灣小吃的態度是認為台灣小吃是具有地方特色、有趣並具吸引力。而最能預測外籍人士品嚐台灣小吃之行爲意圖的因素為行爲控制知覺，其次為行爲態度，行爲主觀規範並未能顯著影響行爲意圖。本研究結果除了具學術貢獻，也可做為政府及業者之後推廣台灣美食小吃之參考。

關鍵詞：台灣小吃、美食觀光、計畫行為理論

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Applying the Theory of Planned Behavior to Investigate Foreign Students' Behavior and Attitude toward Taiwan Street Food

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Abstract

This study aims to investigate foreign students' behavior intention toward Taiwan street food based on theory of planned behavior. Theory of Planned Behavior (Ajzen, 1991) proposes that individuals' behavioral intention affected by their attitude, subject norm, and perceived behavioral control. This study adopted a quantitative research method using questionnaires to collect data from foreign students studying Chinese in central Taiwan. Descriptive statistics, reliability analysis and regression analysis were employed to analyze data. The results indicated that, except the hygiene and health factor, foreign students generally held positive attitude toward Taiwan street food. The regression analysis results showed that, except subjective norm, both attitude and perceived behavioral control significantly affect behavior intention. Based on these significant findings, theoretical and practical implications are discussed.

Key words: Taiwan street food,
Culinary tourism, Theory of planned
behavior

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