

東海大學學生報告

報告題名：

台灣大學生手搖飲料消費行為因素探討

Factors affecting the purchase behavior of Taiwanese college students in hand-shaken beverages shop

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中文摘要

手搖飲佔據了台灣人民生活中很重要的一部分，身為大學生的我們經常飲用手搖飲，因此我們認為大學生對於手搖飲店有相當重要的影響力，此份研究報告的目的是為了解何種行銷手法能夠成功吸引台灣大學生，以及台灣大學生之手搖飲口味偏好，為了能夠更加了解此課題，我們設計了一份網路問卷，以探討台灣大學生對於手搖飲的消費行為，此問卷可以被分為四個部分，基本資料、消費行為、行銷手法和品牌。藉由分析收集到的 366 份問卷之數據，我們得到四個主要的發現，首先，每個月平均生活費較高的學生，相對花費較多錢在手搖飲上，二、個人偏好、店家乾淨整潔、交通方便、商品多樣還有價格合宜，是一間手搖飲品牌成為受大學生喜愛的關鍵因素，三、流行品牌和大學生之手搖飲品牌偏好並沒有直接關係，四、店家折扣、季節性商品和聯名品牌為三個最能夠吸引大學生的行銷手法。我們認為此問卷可以幫助手搖飲店更加了解台灣大學生對於手搖飲之口味偏好，並且吸引更多學生族群

關鍵字：手搖飲、台灣大學生、流行、偏好

Abstract

Hand-shaken beverages take a huge part of Taiwanese life. As college students, we often drink hand-shaken beverages, and we believe that college students have an important influence on the hand-shaken beverage shops. The purpose of this report is to understand what kind of marketing strategies for hand-shaken beverages can successfully attract Taiwanese college students and the preferred flavor of Taiwanese college students. To know the answer, we designed an online questionnaire to investigate the shopping behaviors of Taiwanese college students on hand-shaken beverages. Our questionnaire can be divided into four parts: basic information, shopping behavior, marketing strategies, and the brands. By analyzing the data of the 366 questionnaires we have received. We found four major findings related to the shopping behaviors of Taiwanese college students on hand-shaken beverages. First of all, students who have more monthly allowance spend higher monthly expenses on hand-shaken beverages than other students. Second, the preferred flavor of customers, cleanliness of the shop, the shop is easily accessible, various products, and reasonable prices are five key points to make a hand-shaken beverage shop being loved by Taiwanese college students. Third, trendy brands are highly possible to not match with personal preferences of hand-shaken beverage shops. Lastly, the appealing marketing strategies for Taiwanese college students are discounts, seasonal products, and co-branding products. As a result, we think this report can make the hand-shaken beverage shops understand Taiwanese college students' preferred flavors, and thus attract more college students.

Keywords : hand-shaken beverages, Taiwanese college students, trendy, preference

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Introduction

Our research project focuses on how Taiwanese college students affect H.S.B. Industry. With an annual output value of 58.1 billion, H.S.B. has been an influential industry for a long time in Taiwanese's daily life. H.S.B. affects the economy so much that people can't ignore the impact it brings. Furthermore, in order to find out more results that might be related to several factors such as the categorization of preferred drinks flavors, we provide a questionnaire investigating people's habits and preferences. We investigated the brands which are popular to customers, and the elements that make people find them. Surprisingly, we are able to find out one of the results to be the general way to run a H.S.B. store successfully in Taiwan.

Taiwan's hand-shaken beverage industry has been developed for a long time and it's still wide-spread among many generations. To college students, our research has shown many relationships between several factors, such as whether the monthly allowance affects how people spend money on hand-shaken beverages, or whether it's related to the areas where students dwell...etc. We would like to know how these factors influence Taiwanese college students to make their decisions on buying hand-shaken beverages. As we are college students, we expect to collect more first-hand information and opinions from our peers. Most of our participants are the people in our friend zones, who are the college students in the central part of Taiwan, our statistics majorly reflect the data of how and what they preferred. We also are able to learn more of their preferences and other brands in central part of Taiwan.

We expect many possibilities in our research and at the same time, try to find out more authentic results and data to prove our thoughts. For example, we observe that there are chances of plenty of the shops still carrying on and not been eliminated by the new brands is because the customers don't seem to have a strong preference to certain kind of brand or category for beverage, it is speculated and witnessed from our question about investigating which brands are the favored ones among the participants.

In the findings, we conclude and get many observations and results which are beyond our expectations, and we find that there are crucial factors for Taiwanese people to purchase food and consumptions, people are fond of taking the choices which are high

value. The results indicate that students' thoughts of spending money focusing on several practical elements cannot be explained in only one simple theory or thinking.

a. The relationship between the students' monthly allowance and their demands for hand-shaken beverages.

We investigated some respondents' personal information in the first part of our questionnaires including the location of their colleges, their monthly allowance and monthly expense on beverages. Based on our statistics, there are two findings from respondents: The relation between colleges' locations and their monthly allowance and the relation between monthly allowance and monthly expenses on beverages.

The relationship between the location and monthly allowance

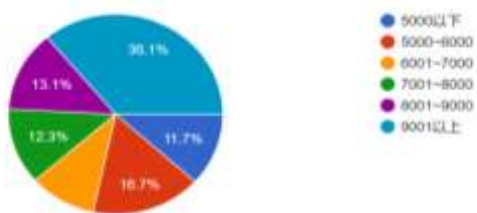
Based on question one and four, we asked the location of their colleges and their monthly allowance. Most respondents'



monthly allowance is above 9001 TWD.

● table of figure 1

4. 我每個月平均的生活費為?(單位: 元)
366 票回響

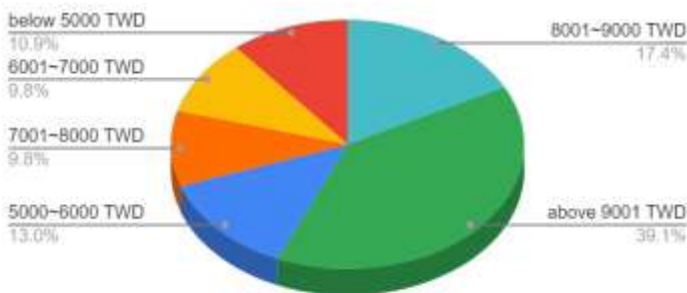


- table of figure 2



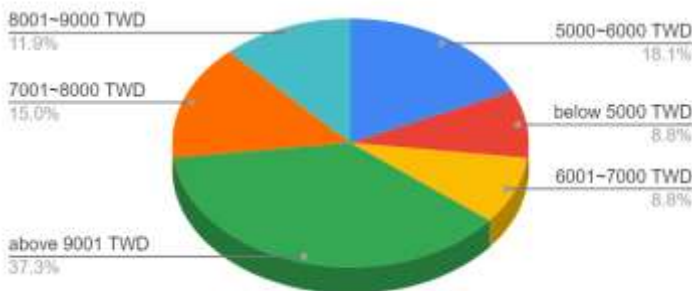
In our respondents, about 53% students study in central colleges, 25% students study in northern colleges and 20% students from southern colleges. Based on our statistics, students who study in the colleges in northern Taiwan, the percentages of 8000~9000 TWD and above 9001 TWD are 39.1%. Students who study in the colleges in central Taiwan, the percentages of 8000~9000 TWD and above 9001 TWD are 37.3%. There is only a 2% gap in these two locations. The participants in the northern(92) and central part(192) show a great gap of having the allowance over 9000 TWD. However, the fundamental participants in the central part are twice as much as the northern part, so even though we have data indicating that the percentages of people having over 9000 TWD are almost the same, the real amount of average monthly allowance in the central part is possibly to be as high as the northern. As a result, we may speculate that the monthly allowance of the central location is possibly to be the same as the northern location.

students' allowance in northern Taiwan



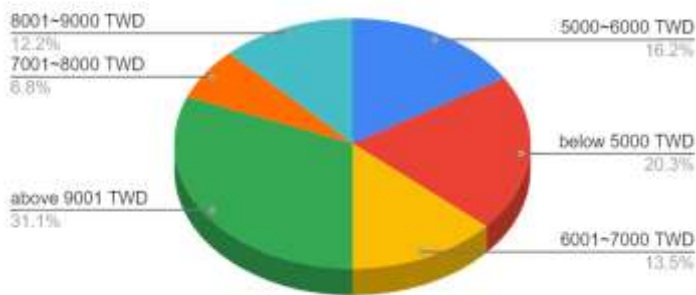
- table of figure 3

students' allowance in central Taiwan



- table of figure 4

students' allowance in southern Taiwan



- table of figure 5

The relation between monthly allowance and monthly expenses on beverages

Based on our question four and five, we asked how much of the students' monthly allowance and the monthly expense on beverages.



- table of figure 6



- table of figure 7

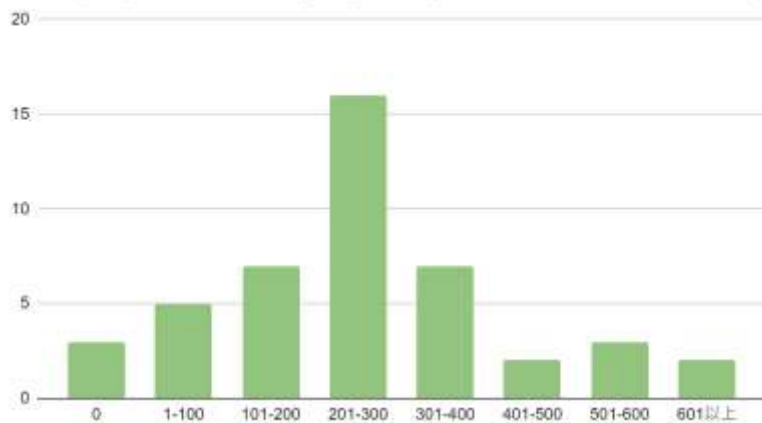
We would like to know how many proportions of expense on beverages do occupy students' monthly allowance. As a result, we analyzed the relation between monthly allowance and monthly expense on beverages. We found many students who have more monthly allowance spend higher monthly expenses on beverages than other students. Take the following charts for example, most students who have 5000~6000

TWD allowance spend 101~200 TWD on beverages per month. Compared with students who have 7000~8000 TWD allowance, most of them spend 201~300 TWD per month.

0 TWD	6%
1-100 TWD	11%
101-200 TWD	15%
201-300 TWD	35%
301-400 TWD	15%
401-500 TWD	4%
501-600 TWD	6%
above 601 TWD	4%

- table of figure 8

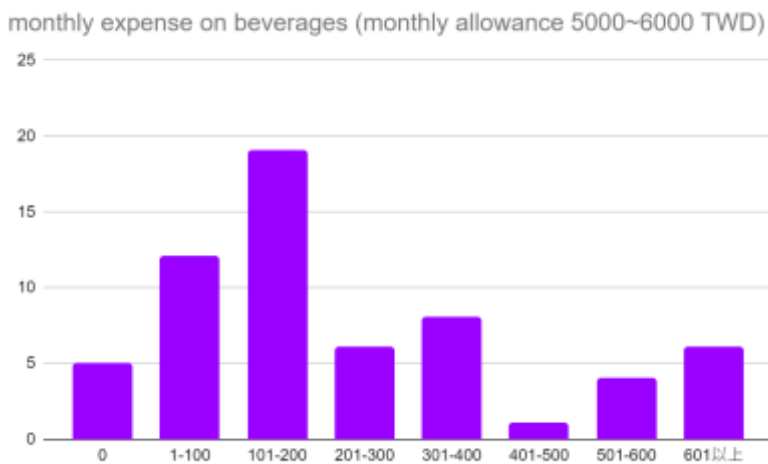
monthly expense on beverages (monthly allowance 7000~8000 TWD)



- table of figure 9

0 TWD	8%
1-100 TWD	19%
101-200 TWD	31%
201-300 TWD	9%
301-400 TWD	13%
401-500 TWD	1%
501-600 TWD	6%
above 601 TWD	9%

- table of figure 10



- table of figure 11

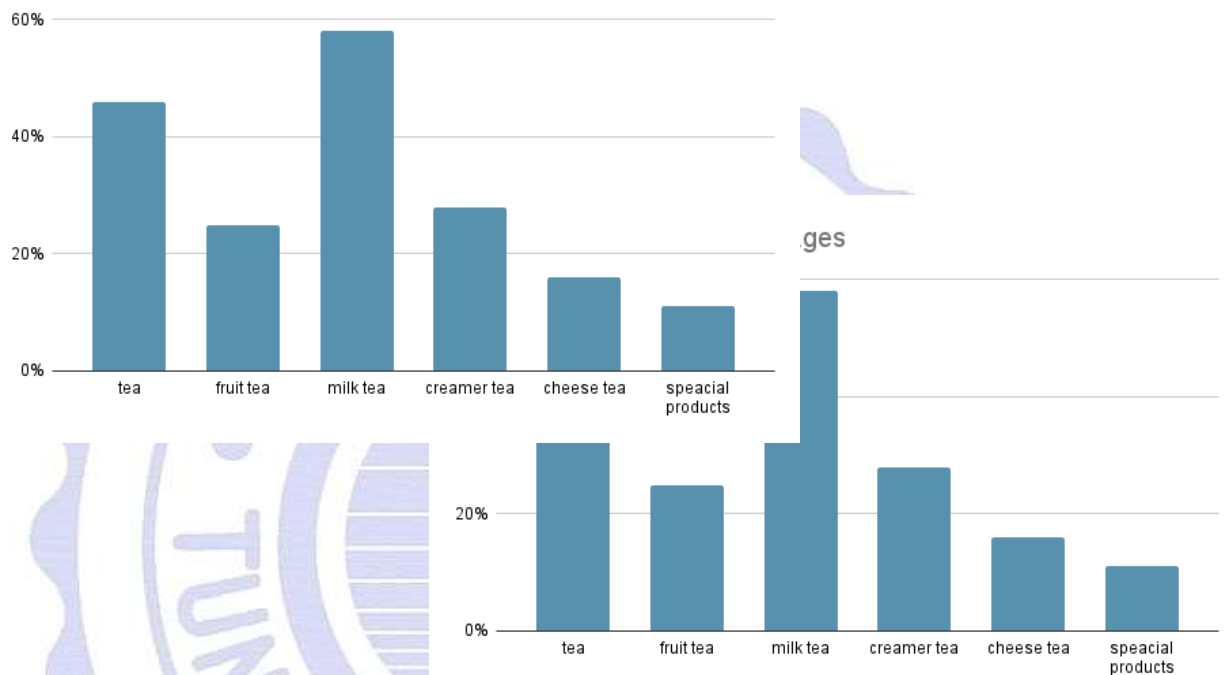
In conclusion, this finding shows most students would spend more money on beverages if they have more allowance. It shows students' demand on hand-shaken beverages would rise if they have more money per month. The trend means consuming hand-shaken beverages is an important and necessary expense for most students.

b. Key points to make a hand-shaken beverage shop be popular

We would like to know what's the vital factor for college students to patronize hand-shaken beverage shops. Therefore, we investigate people's preferences in the second part of our questionnaire including how much do people buy a beverage, what type of beverage do respondents usually drink, what kind of ingredients do they prefer, which

According to our statistics, most people prefer to drink tea or milk tea rather than other items. As a result, we know the quality of these two items are one of the key points to appeal to students.

respondents' preferred beverages



- table of figure 14

tea	46%
fruit tea	25%
milk tea	58%
creamer tea	28%
cheese tea	16%

special products	11%
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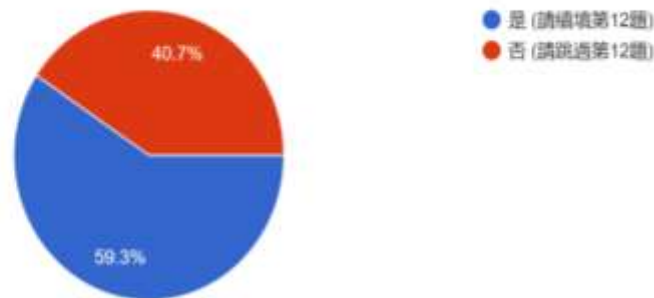
- table of figure 15

People's favorite ingredient

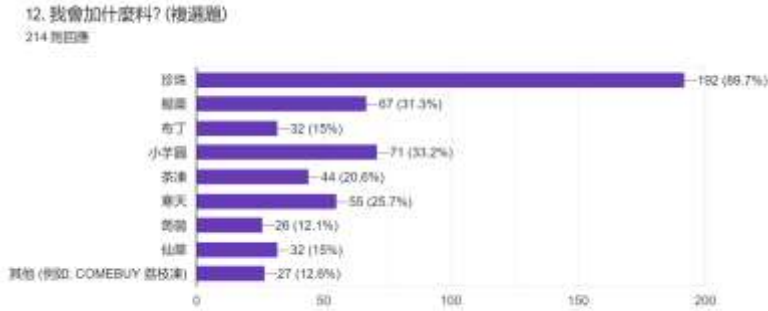
According to our questions eleven and twelve, we want to know how many people would choose to add ingredients as drinking beverages and what ingredients they prefer.

- Based on table of figure 16, more than half people choose to add ingredients.

11. 我會花錢加料
344 則回應



- table of figure 16
- Based on table of figure 17, we know that most people prefer to add tapioca balls.



- table of figure 17

Here are the results: 59.3 % of people prefer to add ingredients in the beverage. 89.7% of these people would like to choose tapioca balls from a variety of ingredients. Therefore, we learn that the quality of tapioca balls is also vital for a beverage shop.

Top two hand-shaken beverage shops

In our question thirteen, we want to know which shop is students' favorite. We choose 15 hand-shaken beverage shops from the website DailyView (2022). This website allows people to rate many kinds of beverage shops and it shows the newest ranking all the time. We took the ranking on **2022/5** and we chose the top 15 shops on the website.



- table of figure 18

Based on our statistics, the top two beverage shops are: 50 Lan, Milkshop. Through searching the information about these two beverage shops, we can learn why they are

so popular. We found these shops fulfill some vital factors which are from our findings.

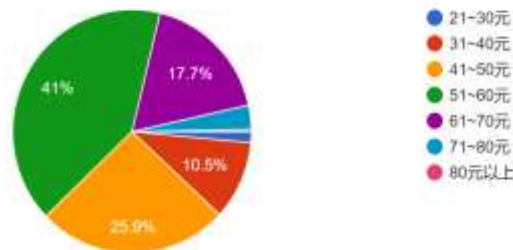
- **50 Lan**

- 1. Reasonable price:**

According to a report from Online newspaper (2021), it pointed out why 50 Lan is so popular nowadays. The main point is that the 50 Lan has lower prices than other shops. According to the report, many people considered 50 Lan to be expensive a few years ago. However, consumers think 50 Lan's price is reasonable nowadays because 50 Lan has seldom raised the price for many years. In our statistics, we can learn that most people spend 51~60 TWD on a beverage. Compared with the price of 50 Lan, most of the price of the beverage isn't higher than 60 TWD.

- Based on table of figure 19, we asked how much do students buy a beverage in the shop.

9. 我在手搖飲店消費的金額通常為?
344 則回應



- table of figure 19

我好茶 FLAVORED TEA	找奶茶 MILK TEA	找拿鐵 TEA LATTE	找新鮮 FRESH JUICE
茉莉綠茶/阿薩姆紅茶 30 35	奶茶 40 55	紅茶拿鐵 50 65	柚子茶 40 55
四季春青茶 30 35	奶綠 40 55	綠茶拿鐵 50 65	冰茶 40 55
黃金烏龍 30 35	烏龍奶 40 55	烏龍拿鐵 50 65	檸檬汁/金桔檸檬 50 65
檸檬紅/綠 35 45	檸檬奶茶 40 55	珍珠紅茶拿鐵 50 65	檸檬梅汁 50 65
波霸紅/綠 35 45	珍珠奶茶 40 55	波霸紅茶拿鐵 50 65	檸檬多多 55 75
燕麦紅/綠/黃 35 45	波霸奶茶 40 55	燕麦紅茶拿鐵 50 45	季節限定 · Seasonal Special
佛手檸檬紅/黃 35 45	燕麦奶茶 40 55	布丁紅茶拿鐵 55 75	蜂蜜紅/綠 40 55
檸檬綠/黃 40 55	高野奶青 40 55	冰淇淋紅茶拿鐵 55 75	蜂蜜奶茶 50 65
梅の綠 40 55	燕麦烏龍奶 40 55	阿華田拿鐵 55 75	鮮柚綠/葡萄柚汁 50 65
6冰綠/情人茶 40 55	布丁奶茶 50 65	高野阿華田拿鐵 55 75	葡萄柚蜜/葡萄柚多多 55 75
旺來紅/黃 40 55	冰淇淋奶茶 50 65	可可芭釐拿鐵 55 75	檸檬蜜/金桔檸檬蜜 55 75
柚子紅/綠 40 55	紅茶瑪奇朵 40 55		
柚子黃/烏 40 55	青茶瑪奇朵 40 55		
冰淇淋紅茶 40 55	阿華田 45 60		
多多綠/紅 40 55	燕麦阿華田 45 60		
多多檸檬綠 50 65	可可芭釐 50 65		

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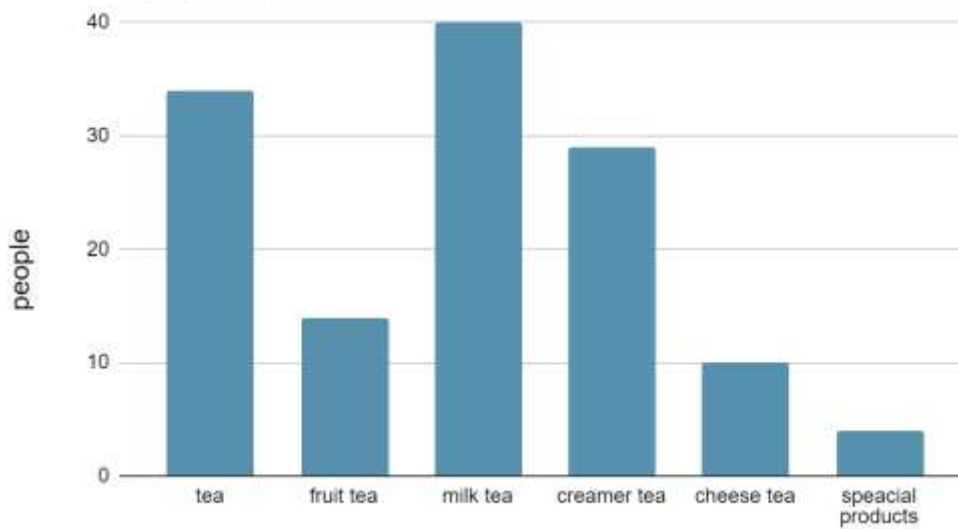



- table of figure 20 (The menu of 50 Lan)

2. Preference flavor of customers:

Based on our statistics, those who choose 50 Lan as their favorite shop usually drink tea series and milk tea series. However, most items in 50 Lan are tea series and milk tea series. According to a report from NOWnews (2021), it indicated that 50 Lan has high quality beverages and it's vital to attract customers. As stated by the report, the quality of 50 Lan is stable. From most people's experiences, each 50 Lan's branch store has the same high quality. In conclusion, 50 Lan not only fulfills the preferences of most people but also has high quality products. Both reasons are key points to attract customers.

50 Lan's popular products



- table of figure 21 (The frequency of buying type of beverages, for those people who choose 50 Lan as their favorite shop)

3. Easily accessible:

There are 575 50 Lan's chain stores in Taiwan. Moreover, many chain stores are located in urban areas. Take Taichung for example, there are 83 50 Lan's chain stores

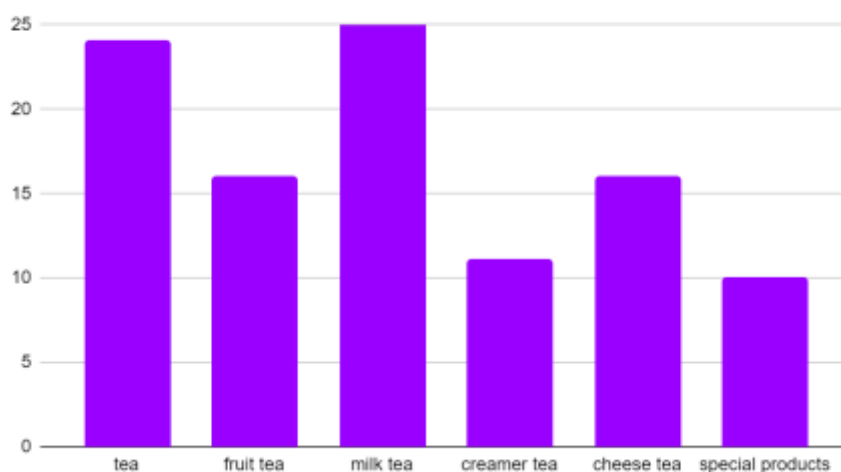
then 48 stores are located in urban areas including Xitun, Nantun, West District and so on. There are more than half brand stores in urban areas of Taichung. In summary, the advantages of 50 Lan are not only many chain stores but also their good public transport.

- **Milkshop**

1. **Preferences flavor of customers:**

Based on our statistics, those who choose Milkshop as their favorite shop usually buy tea series and milk tea series. However, Milkshop is famous for their fresh milk. Their specialty is that they use fresh milk, not non-dairy creamer. According to Milkshop's official website, there are no beverages with any non-dairy creamer. What's more, we know many of their products have the certification from SGS(Société Générale de Surveillance) Taiwan including milk, tea leaf, tapioca pearl and so on. The information shows consumers can buy their products without worries. To sum up, Milkshop's type of products fulfill most people's preference and what's more, the quality is stable and reliable.

Milkshop's popular products



- table of figure 22 (The frequency of buying type of beverages, for those people who choose Milkshop as their favorite shop)

- table of figure 24
- Based on table of figure 24, most prices in Milkshop are between 50~80 TWD

c. Factors of being a trendy brand

There are countless handshaken beverage stores in Taiwan everywhere, no matter old brands or new, they provide everyone with various options for drinks. There are always new brands coming out every year and bringing different trends for drinks. In this project, we would like to know what factors would customers consider to be the key points of being a trendy handshaken beverage shop.

The following are the percentages of how much customers agree on the factors of being a trendy brand.

Factors	agreement	disagreement	Factor	agreement	disagreement	Factor	agreement	disagreement
preferred flavor of customers	81%	2%	exquisite decoration	62%	4%	merchandise	45%	11%
various products	80%	2%	high efficiency of serving food	60%	5%	celebrity endorsement	40%	14%
cleaness of the store	74%	2%	good serving attitude	59%	2%	discount activity	31%	15%
rolling out new products	73%	2%	co-branding products	50%	10%	reasonable price	38%	26%
easily accessible	64%	2%						

- table of figure 25

From the questionnaire, we find that the five top factors of being a trendy brand include preferred flavor of customers, various products, cleanliness of the store, rolling out new products, and being easily accessible.

From the result of these top five factors, it shows that when defining a “trendy brand”, customers see practical aspects as their considerations and point out the importance of the products themselves, including the options of products and the flavors, instead of fancy advertisements. When the stores want to become the trend

and appeal customers' attention, the first necessity is catching everyone's appetite.

Through the result, we can know that the factors of being a trendy brand depends on customers' personal preference, beverage options and the environment of the shops ; less related to the prices and advertisements.

The top5 factors of trendy brands

Factors	agreement	disagreement
preferred flavor of customers	81%	2%
various products	80%	2%
cleanness of the store	74%	2%
rolling out new products	73%	2%
easily accessible	64%	2%

The last three factors of trendy brands

Factors	agreement	disagreement
reasonable prices	38%	26%
discounts	31%	15%
celebrity endorsement	40%	14%

- table of figure 26

However, this result is different from what we expected. We assumed that celebrity endorsement and co-branding products will be the main factors of the trend, because celebrities are mostly who bring the rage. Everything that celebrities like or wear will get people's attention and become popular. From this finding, we can give a new interpretation of trendy that people used to see celebrities as the standard of a trend, but now they put emphasis on personal preference and more practical things as their trend and create their own fashion.

Do you think that the brands on the trend are equal to what you like?

According to previous parts, there are five factors why customers "like" certain kinds of brands, including preferred flavor of customers, cleanness of the store, reasonable price, various products and easily accessible.

Besides, the five top factors of being a trendy brand include preferred flavor of customers, various products, cleanliness of the store, rolling out new products, and being easily accessible.

Factors of preference
preferred flavor of customers
cleanness of the store
reasonable price
various products
easily accessible

Factors of trendy brand
preferred flavor of customers
various products
cleanness of the store
rolling out new products
easily accessible

- table of figure 27

Though there are four same factors, they still can't directly prove the relevance between trends equal to what you like. **WHY?** The following are two examples

The top three brands that customers prefer includes 50 Lan and MilkShop, but the top three trendy brands are MilkShop, Kebuke and MACU.

Take MilkShop for example. 88.9% customers agree that it is a trendy brand, but only 18% customers consider it as the second preferred brand.

Take 50 Lan for example, 21% customers consider it as their most favorite brand, however, it is not even included in the first three trendy brands. .

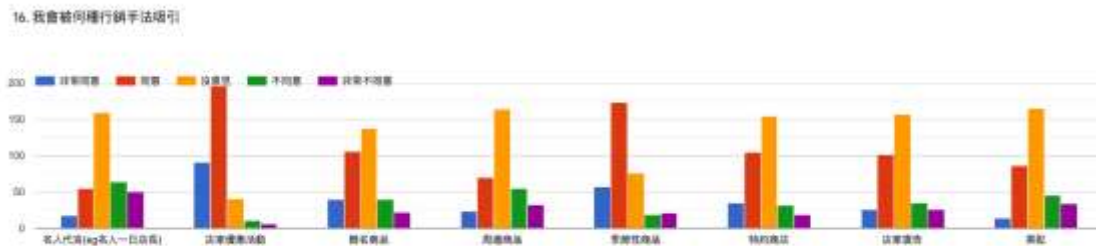
TOP 3 Trendy brands		TOP 3 Preferred brands	
MilkShop	88.9%	50 Lan	21%
Kebuke	88.3%	MilkShop	18%
MACU	87.2%	Others	15%

- table of figure 28

Based on the results, it shows that some trendy brand are highly possible not match to your type ; Your preference may totally not related to the trend.

You may be confused by this result, because of the four same factors. However, in these two charts, the “Preferred flavor of customers” is the first factor to the both which shows that personal preference is the most important thing for customers. No matter how many factors are the same or different, as long as the flavors match customers’ type it can win their preference.

d. Appealing marketing strategies of hand shaken beverage stores for Taiwanese college students



● table of figure 29

marketing strategies	celebrity endorsement	discount	co-branding products	merchandise	seasonal products	cooperation stores	advertisement	advertorial
Strongly agree + agree	71	287	146	93	230	140	127	100

● table of figure 30

Nowadays various kinds of marketing strategies are being used by different hand shaken beverage stores, and in order to know which of the marketing strategies can actually attract Taiwanese college students, we put the question into our questionnaire. The question is “What kind of marketing strategies would appeal to me?”. We listed out eight kinds of strategies, celebrity endorsement, discount, co-branding products, merchandise, seasonal products, cooperation stores, advertisement, and advertorial, like the table of figure 29. All the options are referred to the common strategies used by the hand shaken beverage stores in Taiwan. The question was designed with a five point scale, and 344 participants answered this question. With the

aim of knowing which are the most appealing marketing strategies to the Taiwanese college students, we add up the number of agree and strongly agree of each option, like the table of figure 30. The top three options are discount (287/344), seasonal products (230/344), and co-branding products (146/344). The result is kind of out of our expectation that before sending out the questionnaire, we assumed advertorial and celebrity endorsement will be in the top three tempting marketing strategies because we often see these types of marketing strategies around our daily life. As a result, we came up with two major findings due to the results of the questionnaire. Firstly, Taiwanese college students' shopping behavior of hand shaken beverages is quite practical because the discount can attract them the most, which can help them save some money or make them feel it's budget- friendly. Secondly, seasonal limited edition is the key point of seasonal products which attracts Taiwanese college students. According to an online article it says that, “seasonal products will make the customers feel fresh because the customers can only have them for a period of time so it will raise the desire of buying the product.” (MF, 2020). Because we cannot find the actual statistics of the sales volume of the seasonal products, but we can see that whenever there are new seasonal products proving by hand shaken stores. Many Taiwanese college students would discuss these new seasonal drinks online such as Dcard, and most of the time the responses are positive. It shows that Taiwanese college students do appreciate these seasonal products. Thus, we often see various seasonal products provided by hand shaken beverage stores in Taiwan, for example, in spring this year many stores have publish their unique seasonal products, like *Truedan*'s “goddess ginger lemon drink” or “god ginger milk” or *WOOTEA*'s “coconut black tea with coconut cream” etc.

Conclusion

Hand-shaken beverages have become an important part of Taiwanese, especially for college students in Taiwan. Therefore, we believe Taiwanese college students have a great influence towards the hand-shaken beverage industry. The purpose of the research is about what kind of marketing strategy would be able to attract college students successfully and what's the preference flavor of college students. In order to comprehend this subject, we designed a questionnaire and it was divided into four parts including basic information, shopping behavior, marketing strategies, and the brands. Through analyzing 366 respondents' statistics, we have four main findings. First, students who have more monthly allowance have more expense on hand-shaken beverages. Second, the preferred flavor of customers, cleanliness of the shop, the shop is easily accessible, various products, and reasonable prices are key factors to make the hand-shaken beverage brand beloved by college students. Third, trendy brands may not be college students' preferred hand-shaken beverage shops. Fourth, the best marketing strategies for appealing college students are discounts, seasonal products, and co-branding products.

The result of our research is different from our expectations. In part two of our paper, we found that the five top factors are preferred flavor of customers, cleanliness of the shop, easily accessible, various product choices and reasonable prices. Within our expectation, we assumed that the advertisement is one of the key points to make hand-shaken beverage shops popular. However, after we studied our statistics, we learned that the advertisement is one way to make a shop be known by people. It's not a key factor to make people patronize the shop. The vital factor to make a beverage shop be popular is still related to whether the flavor is fulfilling customers and the quality of their products.

For the factors of being trendy brands, some factors that customers considered as being trendy brands are different from what we expected. The top 5 factors we expected are celebrity endorsement, co-branding products, merchandise, preferred flavor of customers and rolling out new products. However, the results of the top 5 factors are preferred flavors, various products, cleanliness of the store, rolling out new products and being easily accessible. The result shows the greatest difference. I think the reason is that we use the "old-fashion" way to think about "trendy". We thought

that celebrities always are the mark of trend, and a lot of people will follow their steps. However, nowadays, a lot of trends are brought by normal people who don't have thousands of fans and they just focus on their personal preferences, styles and feelings instead of chasing others. This really matches our result that personal preference is the priority of trend. Additionally, the practical aspects are also the essential factors of being a trendy brand-the cleanness of the stores and easily accessible. It shows that a trendy brand is not just being well-known but also needs to have a clean environment and good location. Rolling out new products is the same factor as we expected. It provides more options to customers and makes them want to try different flavors. As long as the stores are rolling out a really special flavor, it is surely a great way to attract customers' attention and be the rage.

As for the result of the appealing marketing strategies that will attract Taiwanese college students data analysis is totally out of our expectations. Before we distributed the survey we came up with some possible answers to all the questions, since we are all Taiwanese college students as well. As for this question about marketing strategies, we thought that celebrity endorsement and advertorial must show up in the top three because we always see these marketing strategies in our daily life, and it does catch our eyes. However, the result is unexpected that both of these strategies do not appear in the top three options. Based on the answer that our participants have chosen and the analysis of our group, we find two major points about the appealing marketing strategies for Taiwanese college students. That is Taiwanese college students' shopping behavior of hand-shaken beverages is practical because discounts can attract them the most, and seasonal limited edition is the key point of seasonal products which show that the limited edition would stimulate the desire of buying these seasonal products. So that is the two-finding come from question sixteen of the third section of our questionnaire.

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The brief content of our questionnaire:

Items	Question Numbers
1. Personal information	1~5
2. shopping behavior	6~14
3. marketing strategies	15~18
4. brands	19~20

