

# 我國單身女性對健康產品購買行為之研究

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## 摘要

隨著科技發展，各種癌症、心臟病、糖尿病的病人愈來愈多，除了過去單純的疾病醫療外，也愈來愈多人開始重視預防保健、健康促進等議題。在預防保健的概念下，我國健康產品食用率已達 56%，消費金額超過 670 億。在此同時，台灣超過 30 歲的未婚女性人口快速成長，這些族群擁有不錯的學歷和工作，在經濟上也達到相當自主的地步，對於此類產品的購買佔了相當重要的比例。

本研究以三十歲以上未婚女性購買健康食品意圖為研究主題，以消費者行為作為問卷設計與研究設計的理論基礎，本研究隨機發放 300 份問卷，並採用 SPSS17.0 作為統計分析工具，包含敘述性統計、T 檢定、因素分析、迴歸分析。

研究結果顯示此族群對於自身健康評估對需求並無顯著正相關影響，而生活型態、主觀規範及需求對其健康產品的購買意圖皆有顯著正相關的影響，這說明此族群對於健康產品的購買意圖會受到本身需求、生活價值觀或週遭夥伴的影響，對於健康產品業者來說，如何設法使產品符合消費者的期待更是未來在推廣健康產品時，一個重要的行銷參考的依據。

關鍵字詞：自覺評估、需求、生活型態、主觀規範、購買意圖



# **The Research in Purchasing Health Goods Behavior for Single Females in Taiwan**

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## **ABSTRACT**

Along with the development of technology, Patients with cancer, heart disease, and diabetes are getting more and more. There are more and more people begin to pay much attention to the issues of preventive care and health promotion besides the past disease medical treatment. Under the concept of preventive care, the edible rate of health goods in Taiwan has already reached to 56% and amount has been over 67,000,000,000. In the meantime, the population of single females whose ages are above 30 years old in Taiwan grows up quickly. Those members of groups not only have good academic background and job but also achieve quite independent situation in the economy. Therefore, they are becoming the most powerful consumer group.

The thesis focuses on the intention of purchasing health goods for the single females whose ages are above 30 years old and takes consumer behavior as the theory basis of questionnaire design and research design. I sent out 300 questionnaires and used SPSS17.0 to analyze the data. The approaches of analysis include descriptive statistics, the T-test, the factor analysis and the regression analysis.

The research shows the conscious evaluation has no significant positive correlation with demand. Life style, subjective norm and demand have significant positive correlation with intention of purchasing health goods. This explains that this group's intention of purchasing health goods will be affected by the needs, living value and partners. It's an important reference of marketing strategy for industries to make their product satisfy the consumer's expectation.

**Keywords: Conscious evaluation, Purchase intention, Life style, Subjective norm, Demand**