A Study of Customer Socio-Demographic Characteristics in Tainan, Taiwan

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ABSTRACT

This research aims in investigating socio-demographic characteristics types of customers of banking industry, retailing chain hypermarkets, 3C chain stores, and long distance passenger transportation industry etc. The samples were collected in Tainan, Taiwan. The findings were that the sample was predominantly female in terms of frequency of window shopping, but the situation is quite the other way while this survey was tested by the customers of long distance passenger transportation companies. Among the tested participants, 11.16% are female ones who are aged 21-30 and have monthly income NTS20,000-30,000, which is the large group of tested respondents. The results can become references for the scholars or practitioners who are interested in studying customer behaviors of service-related industries.

Key Words: consumer behavior, socio-demographic characteristics, usual consumption practice