國立嘉義大學九十七學年度
休閒事業管理研究所碩士班招生考試試題

科目：統計學

一、解釋名詞：（每小題 4 分，共計 40 分）

(1) 參數（parameter）

(2) 中位數（median）

(3) 抽樣分配（sampling distribution）

(4) P 值（p value）

(5) 信賴區間（confidence interval）

(6) 變異數分析（ANOVA）

(7) 卡方檢定（chi-square test）

(8) 中央極限定理（central limit theorem）

(9) 抽樣架構（sampling frame）

(10) 偏態係數（skewness coefficient）

二、請舉例說明 paired t-test 與 two-sample t-test 之差異。（10 分）

三、請閱讀下列文獻，並試回答問題。

One strategy marketers use widely to enhance their efficiency and effectiveness is market segmentation, the partitioning of a large heterogeneous market into smaller, more homogeneous market segments. Over the years, marketing strategists have developed many alternative ways to segment markets, using demographics, lifestyles, geography, benefits, situations, and the primary focus of this article, usage (e.g., Loudon and Della Bitta 1993, chap. 2). Types of usage segmentation include brand loyalty, product and brand use, and volume. The last of these, volume segmentation, is simple to use, easy to understand, and logically compelling. Volume segmentation employs usage rate or frequency of use to partition the market into three meaningful categories of consumers: nonusers, light users, and heavy users. Because the heavy users are a relative small proportion of the market, yet account for the lion's share of purchases (Kotler, Bowen, and Makens 1996), they form an attractive target segment for many firms.

Although heavy user segmentation is used in many industries, one would judge from a review of the academic literature and travel agency management texts (e.g., Renshaw1992; Trooboff, Schwartz, and MacNeill 1995; Gee et al. 1990) that the concept of usage segmentation has not taken on significant importance in the travel agency industry, withlittle to no attention given to describing heavy users and understanding them. Although numerous studies describing various segmentation models of the tourism market were found in literature review, little research was found dealing with travel agency use by consumers of travel agencies' services in general, and virtually none on usage segmentation. One exception to this was a study described by Goldsmith, Flynn, and Bonn (1994). Their survey of vacation travel consumers revealed that heavy users of travel agents (about 15% of their survey respondents) were quite different from light users and nonusers. The frequent users of travel agents were more involved (more enthusiastic and excited about) with vacation travel, they were more innovative and knowledgeable, and they were more likely to be opinion leaders for vacation travel. Moreover, heavy users of travel agencies reported taking more trips and gathering more information about vacation travel from all media sources. The Goldsmith, Flynn, and Bonn (1994) study, however, found no demographic differences between heavy users and others, consistent with the argument that heavy users do not differ from other buyers in their basic demographic characteristics but in other ways (Clancy and Shulman 1994; Twedt 1964).

The goal of this study was an attempt to apply the findings of the previously discussed Goldsmith, Flynn, and Bonn (1994) study of travel agency usage to the Singapore travel market with two purposes in mind. First, as with any research that builds on prior published work, the authors hoped to add to, or perhaps cast aspersions on, the original findings. Second, it was the goal of this work to learn more about the heavy-user segment of the population in Singapore.

Result:
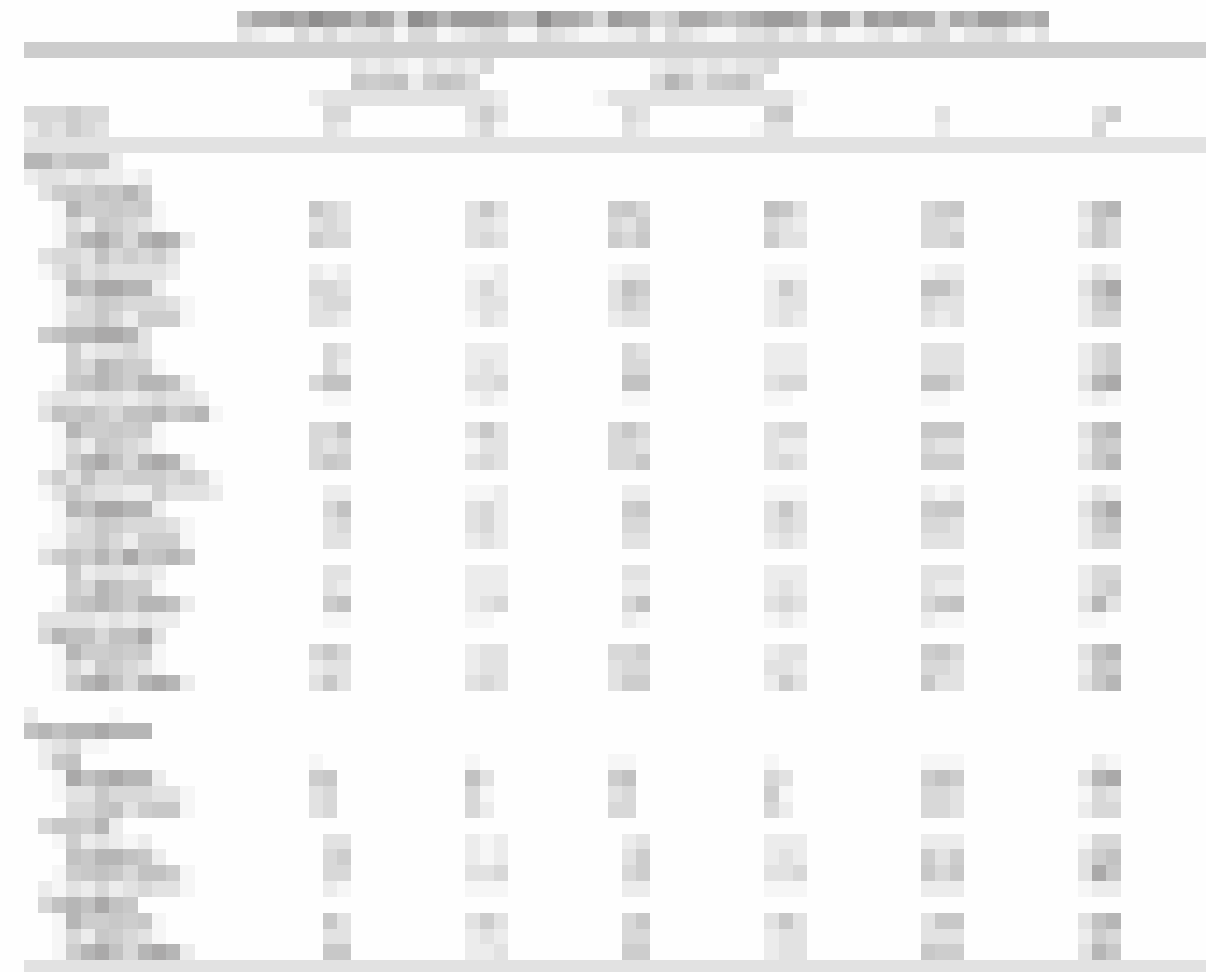
a. The respondents were segmented as follows: Singapore—heavy users, 27 (15%), light users, 157 (85%); United States—heavy users, 26 (15%), light users, 147 (85%).
b. Two-tailed probability.

（1）根據上表請說明該作者所使用的統計工具為何？並說明使用時機。（10 分）

（2）根據上表請解釋各個統量所代表的意義為何？（15 分）

四、請閱讀下列文獻，並試回答問題。

The pervasive scope and significant economic value of the tourism industry has been well-recognized and reported (Norman, 1998; "A Survey of Travel and Tourism", 1998; Travel Industry Association of America, 1998). The remarkable record of dynamic and sustainable growth has made the tourism industry a giant in the life and economy of many nations around the globe. As one of the favored tourism activities, shopping has clearly demonstrated its importance through prosperity of the retail trade in various tourism markets (Jansen-Verbeke, 1998; Norman, 1998). Studies have shown that tourists spend about one-third of their total tourism expenditures on shopping (Gratton & Taylor, 1987; Littrell, Baizerman, Kean, Gahring, Niemeyer, Reilly,& Stout, 1994). Among the various consumer products that tourists purchase, textile crafts and apparel items account for a substantial portion (Anderson, 1993; Littrell, 1996; "Traveler's Notes", 1995). However, the role of shopping as a tourist activity has long been underrepresented in tourism literature (Jansen-Verbeke, 1994). This study contributes to the field by exploring some key influences on tourist shopping orientations.

Why do people shop? Tauber (1972) conducted an exploratory study to investigate some reasons. He hypothesized that peoples' motives for shopping can be classified as either social or personal, and that some of these motives do not relate to the actual purchase of the merchandise. Shoppers can be categorized in many different ways based on social characteristics (Stone, 1954), lifestyle, and psychographic characteristics (Lesser&Hughes, 1986a; 1986b). These market segmentation studies offered valuable insights into consumer shopping and buying behaviors in the marketing discipline. Shopping motives have been linked to a particular shopping context (Buttle, 1992). Therefore, in the context of shopping for and buying souvenirs, tourists' behaviors may vary in form and meaning from their normal patterns at home (Brown, 1992; Littrell, Anderson, & Brown, 1993; Stansfield, 1971). Tourists may "feel the need to bring things home with them from sacred, extraordinary time and space" (Gordon, 1986, p. 136). Shopping as a personal need and social experience may differ when away from home (Tauber, 1972). Hence, it is important to delve deeper into the rationale behind tourist souvenir shopping behaviors (Brown, 1992).

This study integrated scholarship on tourism shopping, marketing research, and souvenirs as background for exploring tourists' shopping experiences in different tourism shopping contexts. The research focused specifically on retail presentation and purchase of handcraft products. Based on empirical findings, it was intended to provide managerial implications for the souvenir and retail industries in tourism destinations by recommending appropriate shopping environments and services for target market segments. Specific objectives for the present study included: (1) investigate the effects of shopping value, attitude toward shopping experiences, and subjective norm of shopping experiences on tourists' intentions to shop and purchase at product-and process-oriented tourism retail stores; (2) identify the influence of tourists' demographic characteristics on their shopping values and experiences; and (3) compare research findings for two types of tourism shopping venues.

Result:

Regression Analyses of Dependent Variables on Independent Variables with Store "Work of the Hand" (Product-Oriented Store)

（1）根據上表請說明該作者所使用的統計工具為何？並說明使用時機。（10分）

（2）根據上表請解釋各個統量所代表的意義為何？（15分）