

The Research on Consumer Behavior toward Social Enterprise-

The Big Issue Taiwan

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ATSTRACT

The Big Issue (TBI), a magazine, has been issued in more than ten countries, such as England, and Japan. As a social enterprise, TBI helps the homeless by providing them a job to sell the magazines. Therefore, by selling magazines, the vendors may change their situation and emergence from poverty. TBI in Taiwan was authorized by England to publish the first issue in April 2010. However, the public is not familiar with The Big Issue, so the sales of magazine are sluggish. As a result, the main purpose of the research is to find out the approach to increase the sales for helping the homeless. The data through the cast study of The Big Issue and the Internet questionnaire, analyzing with SPSS statistic software.

The aim of the research attempts to figure out the factors of consumers' purchase frequency. The Big Issue is adopted as the research case, and quantitative analysis is used as the primary approach to analyze data. Questionnaire is the main way to collect consumer response, 184 questionnaires have been collected and five consequences were discovered: According to the results, this research found the five elements to influence on the consumer purchase intention and purchasing frequency; they are "brand awareness", "acquiring knowledge", "ideal recognition", "the characteristics", "word of mouth". Furthermore, the research figures out that the target consumer is university student, and prefers to read the travel magazine. The final of research concludes a few suggestions to The Big Issue of publishing house.

Keyword: The Big Issue, social enterprise, purchases intention