

Dear Sir / Madam :

This is a questionnaire on *electronic words of mouth and travel behavior*. The purpose of this study is to understand the impact of electronic words of mouth on the trip of Taiwan. Your opinions will be most useful to our study, and we really hope that you could spend a few minutes to fill out.

Thank you for your cooperation and support !

Have a nice trip !

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PART I Electronic Words of Mouth (eWOM)

		Strongly disagree \leftrightarrow Strongly agree						
1.	I often read other tourists' online travel reviews to know what destinations make good impressions on others.	1	2	3	4	5	6	7
2.	To make sure I choose the right destination (like Taiwan), I often read other tourists' online travel reviews.	1	2	3	4	5	6	7
3.	I often consult other tourists' online travel reviews to help choose an attractive destination (like Taiwan).	1	2	3	4	5	6	7
4.	I frequently gather information from tourists' online travel reviews before I travel to a certain destination (like Taiwan).	1	2	3	4	5	6	7
5.	If I don't read tourists' online travel reviews when I travel to a destination (like Taiwan), I worry about my decision.	1	2	3	4	5	6	7
6.	When I travel to a destination (like Taiwan), tourists' online travel reviews make me confident in traveling to the destination.	1	2	3	4	5	6	7

PART II The image of Taiwan

Please answer the following questions according to your image of Taiwan.

		Strongly disagree \leftrightarrow Strongly agree						
7.	Good opportunities for recreation activities	1	2	3	4	5	6	7
8.	Good shopping facilities	1	2	3	4	5	6	7
9.	Suitable accommodation	1	2	3	4	5	6	7
10.	High quality of infrastructure	1	2	3	4	5	6	7
11.	Low prices of tourism services	1	2	3	4	5	6	7
12.	Good value for money	1	2	3	4	5	6	7
13.	Beautiful landscapes	1	2	3	4	5	6	7
14.	Fascinating architecture	1	2	3	4	5	6	7
15.	Interesting cultural attractions/historical attractions	1	2	3	4	5	6	7
16.	Unusual ways of life and customs	1	2	3	4	5	6	7

17.	Relaxing atmosphere/peaceful place	1	2	3	4	5	6	7
18.	It is slightly crowded	1	2	3	4	5	6	7
19.	Place to rest	1	2	3	4	5	6	7
20.	Friendly people	1	2	3	4	5	6	7
21.	High level of personal safety	1	2	3	4	5	6	7
22.	High level of cleanliness	1	2	3	4	5	6	7
23.	Unpolluted /unspoiled environment	1	2	3	4	5	6	7
24.	The image that I have of Taiwan is as good or even better than other similar destinations	1	2	3	4	5	6	7

PART III The experience of visiting Taiwan

1. To me, the experience of visiting Taiwan is.....

		Strongly disagree \leftrightarrow Strongly agree						
25.	My experience of visiting Taiwan is very good.	1	2	3	4	5	6	7
26.	My experience of visiting Taiwan is very desirable.	1	2	3	4	5	6	7
27.	My experience of visiting Taiwan is very valuable.	1	2	3	4	5	6	7
28.	My experience of visiting Taiwan is very interesting.	1	2	3	4	5	6	7
29.	My experience of visiting Taiwan is very enjoyable.	1	2	3	4	5	6	7

2. The important third parties' opinions on visiting Taiwan are.....

		Strongly disagree \leftrightarrow Strongly agree						
30.	Most people who are important to me think I should visit Taiwan.	1	2	3	4	5	6	7
31.	Most people who are important to me think it's good for me to visit Taiwan.	1	2	3	4	5	6	7
32.	Generally speaking, it's expected of me that I visit Taiwan.	1	2	3	4	5	6	7

3. The level that the factors affect you to visit Taiwan is.....

		Level of influence						
		V e r y l i t t l e \leftrightarrow V e r y m u c h						
33.	I have enough time to visit Taiwan.	1	2	3	4	5	6	7
34.	It was easy for me to acquire the relevant information of visiting Taiwan.	1	2	3	4	5	6	7
35.	The transportation of visiting Taiwan was convenient.	1	2	3	4	5	6	7
36.	I can afford the expense to visit Taiwan.	1	2	3	4	5	6	7

37.	It was safe to visit Taiwan.	1	2	3	4	5	6	7
38.	It was available for me to visit Taiwan with company.	1	2	3	4	5	6	7

4. The possibility of visiting Taiwan in the future.....

Strongly disagree ← → Strongly agree

39.	I will provide positive word-of-mouth for visiting Taiwan.	1	2	3	4	5	6	7
40.	I will recommend other people to visit Taiwan.	1	2	3	4	5	6	7
41.	I predict I will visit Taiwan in the future.	1	2	3	4	5	6	7
42.	I will visit Taiwan rather than any other tourism destination.	1	2	3	4	5	6	7
43.	If everything goes as I think, I will visit Taiwan in the future.	1	2	3	4	5	6	7

PART IV Personal Information

1. Your nationality: _____ The country of your residence: _____
2. Age: ☐Under 20 ☐21~30 ☐31~40 ☐41~50 ☐51~60 ☐61 and over
3. Gender: ☐Male ☐Female
4. Your occupation: ☐Business owner, manager, staff ☐Professionals (scientist, engineer, lawyer, doctor, accountant) ☐Education or culture worker (writer, musician, reporter, president/principal, professor, teacher) ☐Government employee ☐Agricultural, animal husbandry, forestry & fishing workers
☐Housewife ☐Retired people ☐Student ☐Others _____
5. Your highest level education is: ☐Grade school ☐Junior high school ☐Senior (vocational) high school
☐University ☐Graduate school and over ☐Others _____
6. Marital status ☐Married with kids ☐Married with no kids ☐Single
7. Your annual income is about: ☐Under US\$15,000 ☐US\$15,000~US\$29,999
☐US\$30,000 ~US\$39,999 ☐US\$40,000~US\$69,999 ☐US\$70,000~US\$99,999 ☐US\$100,000 and over
☐No income.
8. How many days have you spent in Taiwan? _____ days
9. How many times have you been to Taiwan? ☐1 ☐2-3 ☐4-5 ☐more than 5
10. Who arranged this trip? ☐Yourself or your family ☐Your company ☐Travel agency, Airline
☐Friends (Colleagues) ☐Others _____
11. What type of this trip?
☐Package tour
☐Individual package tour
☐Self-arranged tour, **without** activities arranged by the local travel agency after arriving at Taiwan
☐Self-arranged tour, **without** activities arranged by the local travel agency after arriving at Taiwan

The end of the questionnaire. Thank you for your patience.