

由顧客心理因素檢視大型百貨公司之分店消費選擇行為特性

—以新光三越台南新天地與中山店為實證

黃宗誠、劉麗娟

嘉南藥理科技大學 休閒保健管理系

摘要

本研究以新光三越百貨公司台南新天地與中山店之顧客為對象，嘗試藉由實地問卷調查方式，瞭解兩家分店顧客的消費選擇行為特性。經探討發現選擇新天地消費之顧客心理因素構面包括：(1) 優惠與利潤回饋因素；(2) 整體消費環境因素；(3) 消費者權益因素；(4) 交通與環境因素；(5) 交通配套措施因素與 (6) 停車位設置因素等六項。選擇中山店消費之顧客心理因素構面則包括：(1) 整體消費環境因素；(2) 優惠與利潤回饋因素；(3) 消費時機與便利因素；(4) 消費者權益因素；(5) 實質購物導向因素與 (6) 交通系統規劃因素等六項。其中形成兩家分店顧客消費選擇行為特性不同之主要問題變項，則為分店週邊消費環境與大眾交通工具之便利性二項。本研究並依據上述成果，分就兩家分店提出簡要之營運建議以供參考。

關鍵字：百貨公司、分店、顧客、選擇行為

Use Customer Psychological Factor to Explore Branch Store Consumption Choice Behavior Characterize of Large Scale

Department Store

– A Case Study in Tainan New Life Square and Jhongshan

Branch of Shin Kong Mitsukoshi

Tsung-Cheng Huang, Li-Chuan Liu

Department of Recreation and Health Care Management, Chia Nan University of Pharmacy
and Science, Tainan, Taiwan 71710, R.O.C.

ABSTRACT

This study uses the customers of Tainan new life square and Jhongshan branch of Shin Kong Mitsukoshi as object, and attempt to understand the customers' consumption choice behavior characterize of the two branch store by questionnaire investigate method in the field,. Through probed findings the psychological factor dimensions for customers of choice new life square to consumption that includes (1) preferential and profit back feed factor; (2) whole consumption environmental factor; (3) consumer rights and interests factor; (4) traffic and environmental factor; (5) traffic necessary measures factor and (6) parking space sited factor. The customers of choice Jhongshan branch to consumption that psychology factor dimensions includes (1) whole consumption environmental factor; (2) preferential and profit back feed factor; (3) consumption timing and convenient factor; (4) consumer rights and interests factor; (5) substance shopping orientation factor and (6) traffic system planning factor. The main question variable of make difference for customers' consumption choice behavior characterize on both branch store, is that branch store around consumption environment and convenient of mass traffic. According to the results of this study, we address short operation suggestions for both branch stores.

Keywords: department store, branch store, customer, choice behavior