

大學生直銷購物消費行為調查

賴廷彰, 黃素惠

師資培育中心

人文社會學院

suhui@chu.edu.tw

摘要

In the recent year direct shopping businesses effective cost down the capital and improve the profit. These new kinds of business model decrease the cost of commission, inventory, goods management and storage. Such as Internet shopping, TV shopping and catalogue member shopping combines the usage of Information technology marketing model. Therefore, cost down the capital and increase the profit that makes the direct shopping become more competitive in the field.

This article analyzed the direct shopping business consumer model for collage student the major group in the future and considers the development position for direct shopping in the whole goods circulate filed. According to the statistic analyzed we can know college student' s shopping bias. In order to provide the related direct shopping business in planning and offering the service of related products. It is more effective of closes the reality demand of customer. Furthermore, the differentiate, customize, instantize... the service characteristic to approach the future main buying force - the favor of college student. To direct promote the service quality of direct shopping business and the future business grasp.

This research is analyzing the basis conditions of interviewee. Furthermore, to probe into the concept discrepancy of interviewee. From the researching result, to discover the difference of college student in satisfaction of direct shopping, the obvious discrepancy of direct shopping behavior. Nevertheless. The researching result also provides direct shopping business an intact selling tactics and indicator for the future plan and stratagem.

關鍵字：direct shopping, internet shopping, TV shopping , catalogue member shopping