

消費者之直銷購物行為調查研究

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摘要

In recent years, direct selling effectively cost down the capital and increase the profit of corporations. This transactional model not only decrease the cost of commission, but also the cost of inventory, warehousing management which makes direct selling become even more competitive in business industries. This article intended to analyze the customer consuming model in direct selling business by considering the developmental orientation of product distribution in the entire direct selling business. According to the statistics analyzed, the biased shopping habitus of consumer is revealed in this study, in the light of providing insights for direct selling business holders to grasp customers' intention and need in order to better planning and advance the quality of business and service. In addition, this article further exploited participants' personal data in order to disclose the differences among the participants researched (e.g., gender, occupation, educational background, etc.) to offer direct selling business holders references for strategic planning in a broader scope.

關鍵字 : direct selling, consumer satisfaction, direct selling behavior