

# 便利商店鮮食購買動機、滿意度與忠誠度之研究

鄭月婷, 馬恆

工業管理學系

管理學院

hengma@chu.edu.tw

## 摘要

In 2010, the revenue of fresh food department in 7-ELEVEN had reached NTD 18.8 billion in Taiwan, and 7-ELEVEN had defeated McDonald's to become number one fast food chain store nationwide. Therefore, fresh food had become the main development of all the other convenient stores. This study had conducted questionnaires to investigate the relationship between consumers' motivation, satisfaction and loyalty toward buying fresh food in convenient stores. Four hundred and fifty questionnaires had been delivered and three hundred and ninety-two effective questionnaires had collected. The results show consumers' motivation to buy fresh food in convenient stores is out of its convenience. The path analysis shows that motivation, satisfaction and loyalty are positively related.

**關鍵字：**convenience store, fresh food, purchase motives, satisfaction, loyalty