

國軍志願役士兵信用卡持卡行為研究

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摘要

As the rapid growth of the domestic credit card market, banks spare no efforts to promote in order to strengthen for market share. How to use the credit card behavior research to enhance the customer relation management through the credit card, strengthen customer-the wishes service soldier's satisfaction and the loyalty, this is the one of the motives of this research. How by the credit card values the research of the characteristic to increase to volunteer service soldiers whose holds the vitality that the card brushes the card rate to promote an everlasting management of financial industry and reduce the risk of the enterprise management. this is the two of the motives of this research. The major purpose of this study is to understand which promotional tool was the most preference for credit card holds, and if the preference for the promotional tools is different between volunteer soldiers. These data were collected by questionnaires. The methodology includes frequencies analysis, Delphi method, ANOVA, and t test.

關鍵字：consumerism, military personnel, financial industry, Delphi