

探討網路團購美食之關鍵成功因素

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摘要

This paper aims customers' point to develop the successful factors in internet group buying. We focus on the internet group buying current situation as a starting point to develop the key successful factors. A specific method AHP is applied in this paper to find out the weights of all the dimension and criteria in order to get the key successful factors for the internet group buying.

關鍵字：internet group buying, internet food, group buying food, Delphi Method, Analytic Hierarchy Process(AHP)