

The relationship between the marketing strategy of convenience stores and customer satisfaction

曾志明、李宗愷

E-mail: 344713@mail.dyu.edu.tw

ABSTRACT

The convenience store in Taiwan was grown up from 80's, now become the most serried area of catena convenience store in the world. Under the gradually saturated condition, the customer's satisfaction becomes more important at each system. The marketing strategy of each system will be an important factor to affect customer's satisfaction. The purpose of this research is to analyze the connection between the marketing strategy and the customer's satisfaction of convenience store, this research use the Paired-Samples T Test and the Important-Performance Analysis (Published by Martilla and James, 1977) to analyze the importance and the satisfaction of marketing strategy affect customer's perception between different catena convenience store, the research result can provide to the proprietor of the convenience store to be a basis or consult when they are formulate the marking strategy in the future. This research choose the Convenience Sampling way, has 487 Effective samples, the result as follow:1.The customer mostly is female; 21-30 years old is the most; level of education mostly is university diploma; average month income below 20000 Taiwan dollars is the most. About the customer purchase habit, 1-2 times per week and each time purchase 51-100 Taiwan dollars and 1-2 kind of goods is the most.2.The customer's satisfaction of the convenience store's marketing strategy, the 7-11 got the highest ratio and the follow were Family Mart, OK Mart and Hi-Life convenience store.3.There has Significance Difference between the expect importance in advance and the satisfaction after experience of convenience store.

Keywords : marketing strategy、 customer degree of satisfaction

Table of Contents

中文摘要	iii	英文摘要	iii
iv 內容目錄	v	v 表目錄	v
. vii 圖目錄	ix	第一章 緒論	ix
. 1 第一節 研究背景與動機	1	第二節 研究問題	1
. 3 第二章 文獻探討	4	第一節 行銷策略	4
. 4 第二節 顧客滿意度	18	第三節 便利商店概況簡介	18
. 27 第四節 便利商店行銷策略與顧客滿意度之研究	31	第三章 研究方法	31
. 34 第一節 研究架構	34	第二節 研究假設	34
. 35 第三節 研究樣本	36	第四節 變數之操作性	36
定義及衡量	37	第五章 研究結果分析	40
. 43 第一節 研究樣本資料分析	43	第一節 效度	43
與信度分析	46	第二節 效度	46
四大超商重要性及滿意度分析	54	第三節 便利商店行銷策略重要—表現程度分析	50
研究結論	89	第五章 結果與建議	89
第一節 研究限制	94	第一節 研究建議	91
研究問卷	104	第二節 研究建議	91
		第三節 研究限制	94
		參考文獻	95
		附錄	95

REFERENCES

- 一、中文部份 方世榮(2000)譯, Kotler著, 行銷管理學, 台灣東華書局股份有限公司出版。王正平(2006), 連鎖便利商店門市業績、門市店齡、促銷頻率、競爭者密集度及統治機制的關聯性實證研究-以萊爾富便利商店為例, 銘傳大學管理研究所未出版之碩士論文。王典宸(2007), 便利商店『第n件商品促銷』促銷方式對人為購買慾望之影響, 國立中山大學資管理研究所未出版之碩士論文。李麗琪(2007), 便利商店消費滿額贈品之促銷效果研究, 台南科技大學商學與管理研究所未出版之碩士論文。汪林祥(2002), 台灣連鎖便利商店(CVS)經營策略之研究, 大葉大學事業經營管理研究所未出版之碩士論文。林景亮(2004), 便利商店代收業務之顧客滿意度研究 以臺北縣市為例, 高雄第一科技大學行銷與流通管理系未出版之碩士論文。林裕翔(2002), 連鎖性便利商店顧客滿意度與忠誠度之研究, 淡江大學管理科學學系未出版之碩士論文。洪世全(1995), 服務品質、服務價值與顧客滿意度的關連, 臺灣大學商學系未出版之碩士論文。洪順

慶(1999), 行銷管理, 台北:新陸書局。郭德寶(2000), 便利商店顧客滿意與競爭策略 南台技術學院周邊商圈之實証研究, 商管科技季刊, 1(2), 頁165-183。黃志璿(2003), 顧客價值、服務品質與顧客滿意之關係的實証研究 以便利商店連鎖加盟體系供應鏈為例, 樹德科技大學經營管理研究所未出版之碩士論文。經濟部商業司(2000), 便利商店經營管理實務, 台北:中國生產力中心。陳正男、郭倫崇、張婷玥(2001), 連鎖便利商店服務品質、顧客滿意度與加盟意向之關聯性研究, 產業金融季刊, 112, 頁1-20。蔡耀鴻(2000), 學生對便利商店服務品質與顧客滿意之實証研究 以台南市都會區連鎖體系便利商店為例, 長榮管理學院經營管理研究所未出版之碩士論文。鄭玫君(2006), 利用以條件機率為基礎之模型與大學校園便利商店之顧客滿意度與銷售預測研究, 亞洲大學資訊科學與應用學系未出版之碩士論文。鄭博升(2005), 價格促銷、品牌熟悉度與消費者知覺促銷利益對品牌評價的影響 - 以台北市連鎖便利商店促銷活動為例, 行銷評論, 2(4), P523-554。詹繡妃(2011), 連鎖便利商店集點活動的促銷贈品對消費者購買意願影響之研究, 大葉大學管理學院未出版之碩士論文。李玉雲(2002), 市場追隨者策略之研究-以台灣加盟連鎖便利商店發展策略為例, 大葉大學管理學院未出版之碩士論文。P65 尚郁慧(1995), 本國一般銀行顧客滿意度與忠誠關係之研究, 淡江管科所未出版之碩士論文。林陽助(1996), 顧客滿意決定模型與效果之研究 台灣自用小客車之實證, 台大商研所未出版之碩士論文。許長田(1997), 行銷定位與市場戰略, 台北, 旺文。周泰華、杜富燕(2007), 零售管理概論, 華泰文化。楊雅莉(2009), 學校型連鎖便利商店消費者購買決策之研究, 昆山科技大學企業管理研究所未出版之碩士論文。許嘉修(2009), 便利服務涉入程度在滿意度與忠誠度之間所扮演的角色-以便利商店為例, 南台科技大學商業專業學院碩士班未出版之碩士論文。

二、英文部份 Fornell, C. (1992). "A National Customer Satisfaction Barometer: The Swedish Experience", *Journal of Marketing*, 55, 6-21. Griffin, J. (1997). "Customer Loyalty: How to Earn It, How to Keep It", New York: Lexington Book. Jacoby, J., & Kyner, D., B. (1973). "Brand Loyalty vs Repeat Purchasing Behavior," *Journal of Marketing Research*, 10, 1-9. Jones, T. O., & Sasser, W. E. (1995). "Why satisfied customer defects", *Harvard Business Review*, 73, 88-99. Martilla, J. A., & James, J. C. (1977). Importance-performance analysis. *Journal of Marketing*, 41(1), 77-79. Anderson, E.W., Fornell, C. and Lehmann, D.R.,(1994). Customer Satisfaction, Market Share, and Profitability: Findings from Sweden, *Journal of Marketing*, 58, pp.53-66. Berry, L.L.,(1968). The component of department store image : A Study of three selected department store in Phoenix, Arizona Unpublished D. B. A Dissertation, Arizona State University, Tempe. Blackwell, R. D., Miniard, P. W., Engel, J. F.,(2001). *Consumer Behavior*, 9ed., South Western. Cardozo, Richard N.,(1965). "An Experimental Study of Customer Effort, Expectation and Satisfaction", *Journal of Marketing Research*, 21, pp.244-249. Churchill Gilbert and Surprenant, Carol,(1982). "An Investigation into the Determinants of Consumer Satisfaction", *Journal of Marketing Research*, 19, pp.491-504. Czepiel J.A., Larry J.R & Adebayo A.,(1974). "Perspectives on consumer satisfaction." *AMA conference proceeding*. Day & Ralph, (1977). "Extending the Concept of Consumer Satisfaction", *Atlanta Association for Consumer Research*, 4, pp.149-154. Day, George D.,(1990). *Market Driven Strategy*. New York: Free Press. Devellis, R. F., (1991). *Scale development: Theory and applications*. Chicago: Sage Publications Inc. Folkes, V. S., (1984). "Consumer reactions to product failure: an attributional approach", *Journal of Consumer Research*, 11, pp.398-409. Fornell, C., (1992). A national consumer satisfaction barometer : The Swedish experience. *Journal of Marketing*, 56(2), pp.6-21. Hansen, R.A. & T. Deutscher, (1978). An Empirical Investigation of Attribute Importance in Retail Store Selection, *Journal of Retailing*, 53(4), pp.59-73, Winter. Howard, J. A. and Sheth, J.N., (1969). *The Theory of Buyer Behavior*. New York: John Willey & Sons., Hunt, (1997). "The conceptualization of consumer satisfaction and dissatisfaction", *Marketing Science Institute, Massachusetts* pp.85-96. Kotler, Philip, (2000). *Marketing Management : Analysis, Planning, Implementation, and Control*, 10th ed., New Jersey: Prentice-Hall Inc., Kotler, P.,(1994). *Marketing Management : Analysis, Planning, Implementation and Control*, 8th ed., New York: Prentice-Hall., Kunkel, John H. & Leonard L. Berry, (1968). A Behavioral Concept of Retail Image, *Journal of Marketing*, 32, pp.29-38, October. Latour, S. A. & Peat, N. C., (1980). The role of Situationally produced expectations, others' experiences and prior experience in determining consumer satisfaction, *Advances in Consumer Research*, 7, pp. 586-592. Lindquist, Tay D., (1974). Meaning of Image, *Journal of Retailing*, Vol. 50, 4, pp. 29-38, winter. Mazursky, David and Jacob Jacoby, 1986, Exploring the Development of store Image, *Journal of Retailing*, Vol. 62, No. 2, pp.145-165, Summer. Oliver, R. L. & DeSarbo W. S., (1988). "Response Determinants in Satisfaction Judgments", *Journal of Consumer Research*, 14(March), pp.459-507. Oliver, R. L., 1981, "Measurement and Evaluation of Satisfaction Process in Retail Settings", *Journal of Retailing*, 57, pp.25-48. Ostrom, Amy & Dawn Iacobucci, (1995). "Consumer Trade-Offs and the Evaluation of Services", *Journal Of Marketing*, 59, pp.17-28. Peter, J. Paul & Olson, Jerry C., (1990). *Consumer Behavior and Marketing Strategy*, 2nd ed., Homewood, IL: Irwin. Peyrot, C. & Schmapf, (1993). Consumer Satisfaction and Perceived Quality of Outpatient Health Services, *Journal of Health Vard Marketing*, pp. 24-33. Rich, Stuart U. & Portis, Bernard D., (1964). The Imagies of Department Store, 28, pp.10-15, April. Samli, A. Coskun & Douglas Lincoln, (1989). Management Versus Customer Perception of Image, *Retail Management Strategy :Planning, Implementation and Control*, pp. 193-205. Singh, J, (1991). "Understanding the Structure of Consumers Satisfaction Evaluation of Service Delivery", *Journal of the Academy of Marketing Science*, 19(3), pp.223-234. Zeithaml, Valerie A. & Mary Jo Bitner, (1996). *Services Marketing*, McGraw Hill International Editions. Zeithaml, Valarie A. & Mary Jo Bitner, (2003). *Services Marketing*, p.85, McGraw-Hill. Zimmer, M.R. & L.L. Golden, (1988), Impression of Retail Stores : A Content Analysis of Consumer Image, *Journal of Retailing*, 64, (3). pp.265-293, Fall. 三、網路資料 統一超商官網 <http://www.7-11.com.tw/company/> 全家便利商店企業網 http://www.family.com.tw/enterprise/about_brand_01.aspx 萊爾富國際股份有限公司官網 http://www.hilife.com.tw/E6-company/E6_1.asp 來來超商股份有限公司官網 <http://www.okmart.com.tw/> 部落格 <http://tw.myblog.yahoo.com/kentyen2006/article?mid=2615&sc=1> 部落格 <http://upntoday.blogspot.com/2009/11/upntoday-1103-05-taipei-news-113.html> 部落格 <http://jackliaoola.pixnet.net/blog/post/3103836> 部落格 <http://jackliaoola.pixnet.net/blog/post/9012122> 奇摩股市 http://tw.stock.yahoo.com/news_content/url/d/a/090618/1/1jmf.html 馬祖

