

The Competitive Research on the Promotion Strategies of Hypermarkets in Taiwan and China

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ABSTRACT

In past few years, retailers have replaced suppliers that dominated the distributive environment in Taiwan. As an important role in the retailing market, hypermarket has sharply raised the sales rate. Do too many enterprises do into this industry; the competition has turned into more violence. Therefore, all kinds of promotion are showed up in the market. Service industry is an industry of focusing on customers; hence, the marketing main point of hypermarket becomes customers' satisfaction. To ensure the leading position, hypermarkets try their best to use all kinds of promotion ways to offer customers diversification merchandise and sweet services to be high satisfaction. This research is to be hypermarket as the target objective and discuss the relationship of promotion ways, consumers' decisions and customers' satisfaction. In addition, the range of this research is Taiwan and Mainland China cities and the research method is to send out questionnaire and gets effective copies 153.

Keywords : hypermarket ; promotion ; customers' satisfaction

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