

# 超商消費者服務接觸與衝動性購買行為相關之研究

何興漢、鄭華清

E-mail: 9900546@mail.dyu.edu.tw

## 摘要

本研究以進入超商的消費者為研究對象，主要研究消費情境接觸，產品接觸，店員服務接觸對衝動性購買行為的關連性。本研究問卷250份，研究結果發現，消費情境接觸對衝動性購買行為沒有顯著的影響，其中以賣場的氣氛、降價促銷與廣告對便利商店消費者衝動性購買行為影響很小，但是購買地點，明顯影響衝動性購買行為，這跟以往的研究有很大的不同。研究結果支持，產品接觸會影響衝動性購買行為，表示消費者與產品接觸次數愈多，愈能激發消費者產生衝動性購買行為。消費者會受到商品屬性、產品型式與特性及特定產品的吸引力因素，激發衝動性購買行為。店員服務接觸會影響衝動性購買行為，表示店員服務接觸影響力愈大，愈能激發消費者產生衝動性購買行為。其中，服務人員推薦與服務人員服務態度對衝動性購買行為沒有顯著的影響，服務人員與顧客人際關係明顯會影響衝動性購買行為。

關鍵詞：消費情境接觸；衝動性購買；產品接觸；服務接觸

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