

# A Study of Convenience Store Consumers Service Touch and Impulsive Buying Behavior

何興漢、鄭華清

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

## ABSTRACT

This research is aimed at entering the convenience store's consumers behavior, especially which factor is most important in forming customer's impulse consumption behavior including studying the relationship among their consumption situation, merchandise touch, and the clerk service. Through the analysis and investigation of the 250 copy of questionnaires. There is no significant influence on impulse consumption behavior to consumption, especially in atmosphere of convenience store, promotion of merchandise and store's or goods' advertisement. This conclusion is very difference with others research result. Merchandise touch can improve consumers' perceptions of impulse consumption behavior. In other words, there is more times on merchandise touch, there is more consumption behavior. The stimulus of impulse consumption behavior comes from the attraction on goods at-tribute, the type of the products and the magnificent factors of the characteristic of particular products. But the relationship between the store clerk and the customer is highly influence impulsive consumption behavior. But only offering good service and merchandise can not stimulus customer consumption behavior.

Keywords : buying situation touch ; impulsive buying ; product touch ; service touch

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