虛實合一通路之整體滿意度與再購意願初探——以大潤發滬雅店網路購物實證

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摘要

本研究主要在探討虛實合一通路之整體滿意度與再購意願，並以大潤發滬雅店網路購物的消費群為研究對象，使用統計分析及問卷調查法以獲取消費者之第一手資料。針對大潤發網站購物客戶人口統計變數分析其對通路之整體滿意度與再購意願之影響。發現年齡介於 21-40 歲的消費者較年齡介於 51-60 歲的消費者整體滿意度較高。職業別方面則農林漁牧業整體滿意度與再購意願方面最高，軍公教則在整體滿意度方面最低。另外住在大賣場周邊的消費者整體滿意度最高，其次是其他住在新竹市的消費者，而在再購意願方面，則以住在新竹市的消費者最高，其次是住在大賣場周邊的消費者。

在了解虛實合一通路消費者各面向滿意度與整體滿意度的關係方面，檢定結果皆顯著相關。且在探討整體滿意度高低與再購意願的關係方面，檢定結果也是顯著相關。

關鍵字：虛擬通路、實體通路、滿意度、再購意願
A Preliminary Study on Overall Satisfaction and Re-buying Willing on the Integration of Virtual Channels and Physical Channels

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Abstract

The purpose of this research is exploring the overall satisfaction and re-buying willing on the integration of virtual channels and physical channels. In a literature review, a questionnaire was developed based on the EKB model. A RT-Mart sample was used. Those who purchased on the Internet through the integration of virtual channels and physical channels services of RT-Mart channel stores, Nanya branch, were sampled.

The statistics analysis showed that the customers whose ages were between 21 and 40 were more satisfied than others. In addition, the customers who lived close to RT-Mart, Nanya branch, were relatively satisfied their service. The findings also suggested that the overall satisfaction and re-buying willing were significantly and positively correlated.

Keywords: virtual channels; physical channels; satisfaction; re-buying willing