

An Analysis of Marketing Strategy on Urbanized Business Area in Taiwan

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Abstract

An “Urbanized business area” in this paper refers to a place where various kinds of retailers and service businesses get together forming a kind of shopping, entertainment, and restaurant...etc. to provide people who are daily purchasing.

The development of an “Urbanized business area” is closely related to the prosperity of the metropolitan. The more metropolitan developed the more people intend to approach. Thus, business area is naturally formed because of the potential of buying power from people gathered.

Over the past 20 years, Taiwan has belonged to NIEs (Newly industrialized economies) in Asia, here people has never knocked on domestic retailers with vast consumption’s needs as developed countries has been. However, in recent years, with fast development of economy and upgrade of the national income, consumption consciousness resumes gradually. The traditional commercial type is unable to meet the consumer demand and gradually becomes weaker; in addition, Taiwan officially joins WTO(World Trade Organization) in 2002 and the domestic markets are suddenly open. Thus, the large-scale retail business of America and Europe invaded the market of Taiwan, which made more pressure on domestic traditional retail business and forced domestic transition from the traditional type of commercial operation to overcome the future challenge.

In this research, firstly, we review literature, utilizing in-depth interviews and focusing group discussion to collect information and data from all respondents who were identified as customers of these two business areas. Secondly, by means of field survey and quantitative analysis, we intend to clarify and compare all respondents’ attitude and buying behavior in these two business areas. In addition, we would analyze all quality factors in respondents’ satisfaction. Finally, we will suggest marketing strategies through SWOT analysis with all information collected

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and form a new innovative management paradigm for the business areas. The research adopts quantitative analysis and qualitative research for the business areas as well following empirical case study to propose a new business model to carry out. The findings of this research will be beneficial for all domestic business areas for making successful transformation.

Keywords: Urbanized business area, Newly industrialized economies (NIEs), Marketing strategy, Field survey

探討台灣都會型地域商圈的行銷策略

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摘 要

本研究之“都會型地域商圈”係指以位於都會中心區域或商業繁榮中心區域的商店街，徒步區等密集商業繁榮區域。由許多零售業者及服務型態之商業所聚集而形成，消費者到都會型商圈購物或休閒娛樂是都市居民生活中不可或缺的活動。

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『都會型地域商圈』的發展與都市繁榮程度有密切關聯，由於都會經濟發展快速,生活機能較佳，促使人口大量遷移聚集，自然彙集商店，形成商圈。台灣近年來由於都市繁榮發展，都會型商圈此起彼落爭相成型，消費者與商店間的互動關係密切頻繁，也擴大延伸為消費者與商店間整體環境互動的複雜關係，都會居民因為所得較高，對於商圈品質的要求，不再只是滿足民生基本需求的購物目的,甚至提昇成為兼具感官滿足的一種休閒娛樂功能的地區。

台灣過去 20 年來，身處 (NIEs) 新興工業經濟體地域國家之林，商業環境及消費需求隨遇而安，近年來，隨著經濟快速的發展與國民所得的提高，消費意識逐漸抬頭，傳統商圈的商業型態無法滿足消費者需求，逐漸凋零，加上台灣加入世界貿易組織 WTO(World Trade Organization)之後，零售產業廣開門戶，歐美大型零售業急速入侵台灣市場，對於國內傳統零售業者形成一股經營的壓力，迫使以往的商業經營模式面臨轉型因應新局的挑戰，都會型地域商圈造牽動台灣零售服務業成敗的關鍵。

本研究以台灣一處都會型地域商圈為研究主題,採用量化分析及質性研究，透過文獻分析法，深度訪談及焦點團體法，設計消費者調查問卷，進行定點實地調查，透過問卷分析，歸納受訪者對於都會型地域商圈的消費者行為，服務品質的認知程度及滿意度，最後，藉 SWOT 分析及上述資料的蒐集，研擬相關有效的行銷策略。透過本研究希望帶給傳統的商圈業者一個未來轉型的省思與啟發。