

An Analysis of Marketing Strategy on Cultural Business Area in Ta-chi Township , Taiwan

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Abstract

A "Cultural business area" in this paper refers to a place where various kinds of retailers and service businesses get together forming a kind of humanity , art , religion and tradition shopping district.

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 analysis with all information collected and form a new

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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: Cultural business areas, NIEs, WTO, marketing strategy, field survey

台灣大溪鎮・文化型地域商圈活性化 行銷策略之研究

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摘 要

近年來，台灣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，傳統商業型態無法滿足消費者需求，逐漸凋零，加上台灣加入國際組織市場開放之後，歐美大型零售業入侵台灣市場，對於國內傳統零售業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。

本研究之「文化型地域商圈」係指由許多零售業者及服務型態之商業所聚集而形成，富有濃厚的人文・藝術・宗教或傳統等氣息所形成之一個購物區域稱之。

台灣過去 20 年來，身處新興工業經濟體國家之林，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。本研究是針對歷史久遠・地勢優良，充滿懷旧街道（巴洛克裝飾樣式用建築）而近年正人氣持續衰退中的桃園大溪鎮文化型地域商圈，進行探討商圈活性化行銷策略，這也是眾多台灣地區文化型地域商圈中，選擇以大溪鎮為案例，當做研究主題的最大理由。

本研究以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，歸納受訪者對於文化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，藉分析上述資料的蒐集，研擬相關有效的行銷策略。並以實證研究歸納出結論，提出一套有效的商圈管理模式，透過本研究希望帶給傳統的商圈業者（含文化型地域商圈）一個未來轉型的省思與啟發。
關鍵詞：文化型地域商圈・新興工業經濟體・世界貿易組織・行銷策略・實地調查

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