

The Exploration of Customer Behaviors for Coupon Collecting Activities in 7-Eleven Convenience Stores of University Students in Yunlin

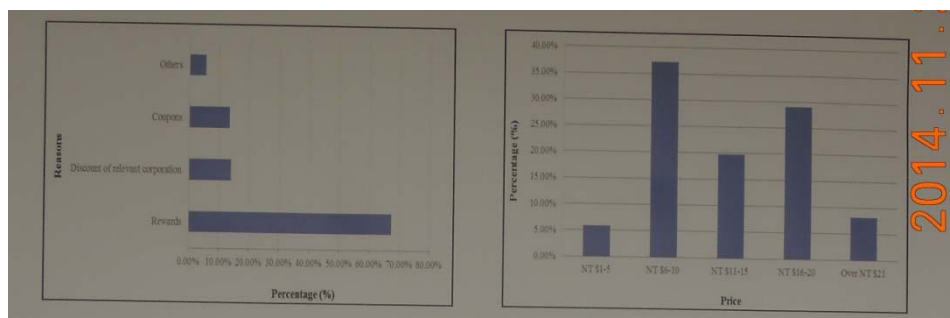
發明人:王生美、林宛嬋、梁文馨、黃羽琪、闕好如、羅珮華、李國溥

技術內容

The researchers explore the customer behaviors concern to coupon collecting activities in 7-Eleven convenience stores. Throughout the whole research, the researchers focus on what kinds of reasons which would influence the customers' minds to buy goods and collect coupon points in 7-Eleven convenience stores. This paper examines two main research questions, the reasons that customers collect coupons, and the reasons influencing the customer behaviors. Moreover, the goal is to give valuable recommendations for those corporations to follow the role model of 7-Eleven convenience stores' business operation.

Keywords: customer behaviors coupon collecting, convenience stores.

技術圖片



聯絡窗口：國立虎尾科技大學 智財技轉組 王偉儒

聯絡電話：05-6315561

網址：<http://nfu-test.eipm.com.tw/index.asp>