

Introduction of works

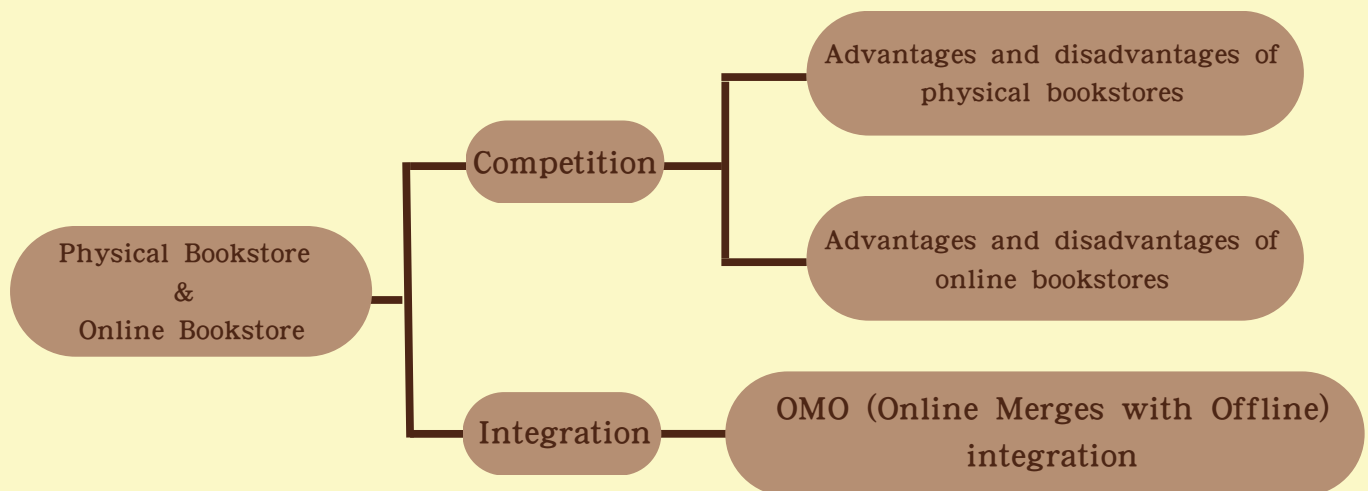
Competition and Integration of Physical Bookstores & Online Bookstores

Using Eslite and Books.com.tw as examples

Research Objective:

1. To compare Eslite physical bookstore and Books.com.tw online bookstore.
2. To explore the marketing analysis of physical bookstores and online bookstores.
3. To examine consumer satisfaction and OMO (Online Merges with Offline) integration in physical bookstores and online bookstores.
4. To analyze the preferences of different demographic groups towards physical bookstores and online bookstores, as well as the prevalence of OMO integration.

The research will start by analyzing why physical bookstores have declined and online bookstores have risen, and the future potential of integrating online and offline experiences. Then, an online survey will be conducted to understand consumer behavior, satisfaction with Eslite and Books.com.tw, the adoption of OMO, and perform a 4P and SWOT analysis. The goal is to provide specific recommendations and find ways for both physical and online bookstores to adapt in this era of rapid online bookstore growth and decline of physical bookstores.



Based on literature review, market analysis, and questionnaire survey research, our team proposes the following three recommendations:

1. Physical bookstores should offer more discounts and promotions to attract customers to visit their stores.
2. Online bookstores should use secure packaging methods to minimize the risk of product damage during shipping.
3. As the future trend is towards online and offline integration, physical bookstores should educate the public about the benefits and value of OMO integration, ensuring that more people understand its usefulness.