



INTRODUCTION

FLASHMOB CAR – ROSE PIE: EXPLORING THE SIGNIFICANCE OF FLASH MOB STORES USING THIS AS AN EXAMPLE

"Flash mob stores" are a type of guerrilla marketing that aims to attract a large number of customers to visit and participate in exhibitions or events within a short time frame. Using the element of speed, these stores seek to achieve economic benefits and offer the public a departure from the conventional advertising and marketing methods. This study focuses on the Taipei area to understand consumer opinions, feedback, operational concepts, and channels (with a higher proportion being online and through word-of-mouth recommendations) of flash mob stores.

Introduction to Flashmob Car:

Time: Attracting consumers with unpredictable "surprise" elements.

Place: Taipei, Taoyuan, and Pingtung are appearing all over Taiwan.

Suggestions for store owners:

ex: Store owners can increase advertising to attract more foot traffic and enhance the attractiveness of the storefront.

Suggestions for consumers:

ex: It is recommended that consumers learn more about the marketing methods of flash mob stores.



國二三 莊蕙萍、莊鈺貞、陳紫瑜

