

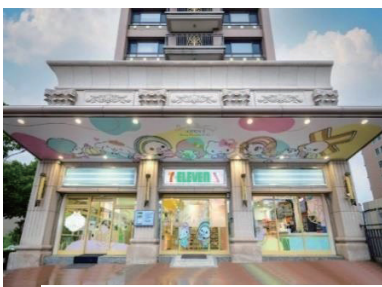


Introduction

空「無」一「人」—以桃園 X-STORE 5 號店為例

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Nowadays, it is common to find stores without any employees. As a result, we'd like to analyze the reasons for the rise of unmanned stores. Enterprises reduce labor expenses as a result of the integration of artificial intelligence and information technology as well as the ongoing growth in labor wages. Thus, our group chose this topic and conducted research on the fifth X-STORE, Taoyuan, to determine consumer satisfaction and cognition to unmanned stores. In the first section, we introduced five branches that had been founded before 2021. And we focused our research mostly on the fifth store that we visited in person. Second, using data collection and compilation techniques including a SWOT analysis and a 4P marketing mix, we examined the marketing strategy of an unmanned store. Third, we used the survey to create a form that details 7-Eleven customer's consumption habits. We used two methods in total, and received 150 responses. Besides, most of the respondents are female students aged 13-20, with monthly incomes of less than NTD 20,000. According to the result, customers always buy snacks and spend between 300 and 399 NTD. Moreover, they visit convenience stores five times a week. However, most customers haven't been to unmanned stores because there aren't enough of them in Taiwan. Although they haven't been there, they believe that if unmanned stores provide discounts, they will consider visiting them. Last but not least, customers still continue to believe that unmanned stores cannot replace convenience stores despite the rise of unmanned stores.



The 5th X-STORE



In-store joint product display



The entrance of unmanned store

Research & Suggestion:

- 1. Broaden sites of unmanned stores :** Due to the small number of stores, so we suggest them increase their stores.
- 2. Product differentiation and diversification:** launch different product portfolios, and the products of unmanned stores are different from those of convenience stores