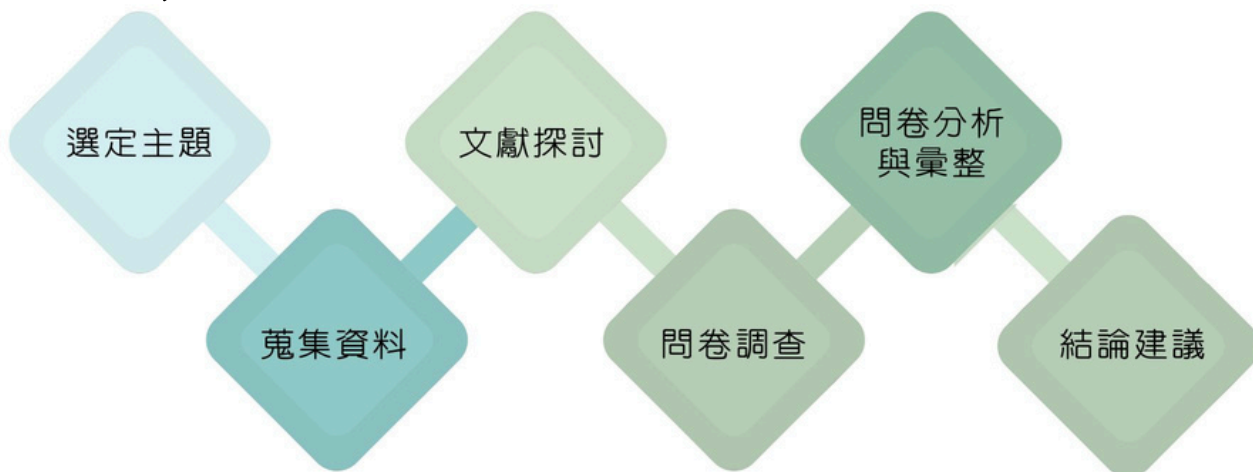


實體店面 與網路商店的差異



近年來，因電子產品的發展與網際網路的發達，許多網路購物平台興起，進而使消費者購買管道逐漸多元化。本研究想利用行銷分析探討實體店面與網路商店的不同差異，並透過問卷調查分析後，了解消費者選擇兩者的原因及消費滿意度。



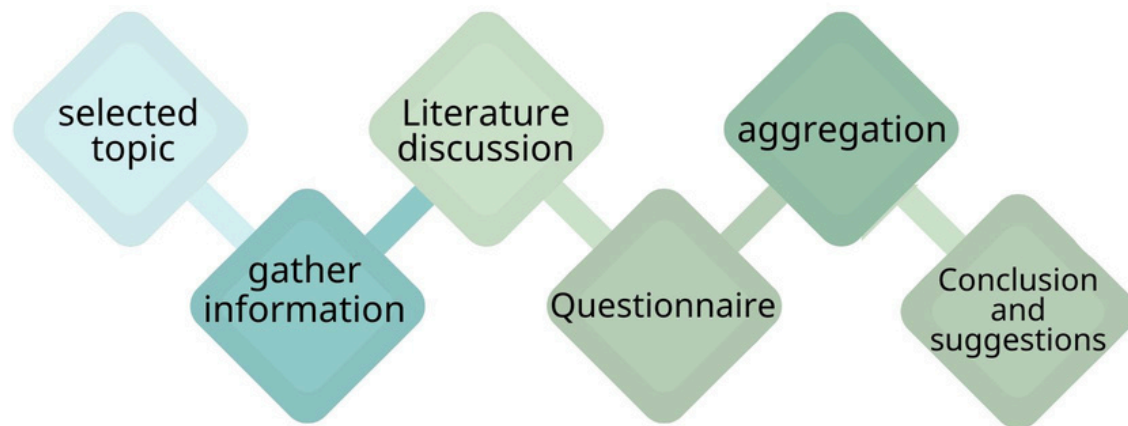
建議

- 將線下與線上連結系統優化達到轉換流暢，整合資訊、結合會員制度實現提升行銷效能，促進線上和線下通路的互動與交流
- 可藉由網路交易安全認證提升網路購物安全性，並透過廣告平台宣傳、定價方式與售後服務，提高商品形象減少競爭力。
- 將顧客使用平台更優化，為不同年齡層制定商品分區，使顧客在找尋商品時能更快速便利，進而擴大消費客群。
- 網路業者在品質方面應該嚴格管控，以彌補無法觸摸商品的缺點，避免因此造成客群流失問題。

PHYSICAL STORE DIFFERENCES FROM ONLINE STORES



In recent years, due to the development of electronic products and the prevalence of the internet, many online shopping platforms have emerged, leading to a gradual diversification of consumer purchasing channels. This study aims to utilize marketing analysis to explore the differences between physical stores and online shops. Through questionnaire surveys, the study seeks to understand the reasons behind consumers' choices between the two and their satisfaction levels.



suggestion

- Optimize the offline-to-online linkage system for smoother conversion, integrate information, combine membership systems to enhance marketing effectiveness, and facilitate interaction and communication between online and offline channels.
- Internet transaction security certification can enhance online shopping safety. Utilizing advertising platforms, pricing strategies, and after-sales services can elevate product image and reduce competitiveness.
- Optimize customer platform usage by segmenting products for different age groups, allowing customers to find items quickly and conveniently, thereby expanding the consumer base.
- Internet businesses should strictly control quality to compensate for the inability to physically touch products, thereby avoiding customer loss issues.