

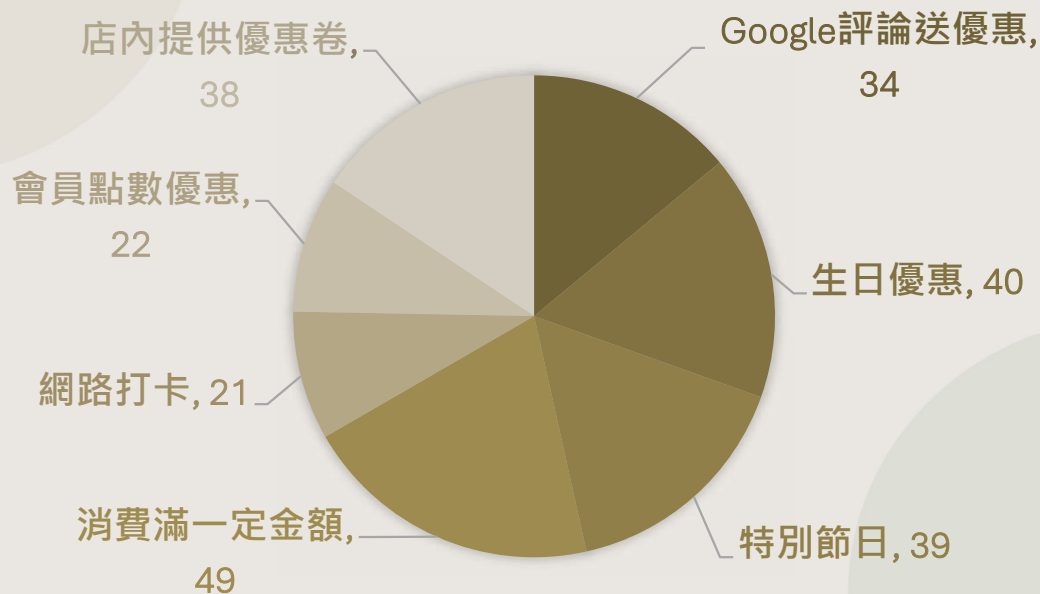
雞餓感來襲-探討台美韓炸雞專賣店之經營策略對於消費者購買決策之影響

現代速食餐飲業發達的時代下，炸雞漸漸成為日常生活中常見的美食，深受台灣人喜愛，因為出餐速度快、餐點美味，因此國外業者也看中此商機，紛紛來台發展炸雞產業。我們好奇炸雞產業為何能夠蓬勃發展，什麼原因讓消費者愛不釋手，因此我們決定以炸雞作為主題，使用表單調查顧客分析，探討台美韓炸雞之經營策略對於消費者購買決策之影響。

問卷調查結果：



使用過的優惠



建議

1. 炸雞口味選擇增加
2. 促銷時間加長，吸引更多顧客
3. 產品品質改善，讓每份產品保持一定的品質水準

Hunger is coming-Exploring the Impact of Business Strategies of Fried Chicken Specialty Stores in Taiwan, the USA, and Korea on Consumer Purchasing Decisions

In today's driving fast food industry, fried chicken has become a beloved delicacy in the daily lives of Taiwanese people. Focusing on fried chicken, we aim to explore the impact of operational strategies in Taiwan, the United States, and South Korea on consumer purchasing behavior through customer surveys.



Survey Results :

USED DISCOUNTS



Suggestions

1. Increased Variety in Fried Chicken Flavors
2. Extended Promotion Periods to Attract More Customers
3. Improved Product Quality to Maintain Consistent Standards

