

## 連鎖超商影響續約意願之因素分析 Analysis of the factors affecting the willingness to renew the contract of the franchise store

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### 摘要

連鎖超商發展迅速，店家分布的據點越來越多，競爭也隨之提升，在各超商間都拿出了不一樣的策略，來發展出自己的知名度，隨之創造屬於自己的品牌形象，本研究也認為，如過能提高加盟主的續約意願，勢必也能穩定該品牌的市佔率。本研究的目的即在探討續約意願的因子分析，並提供研究出來的資料給業者做為參考，且分析出是否能透過這些管道去增加續約意願。

本研究以統一超商的加盟主作為研究對象，探討不同加盟主對於續約加盟的意願，本研究從加盟主之角度進行，對上為加盟企業，對下為其經營績效，並透過訪談法探討加盟主對影響其之因素。

透過研究結果分析，可以得出經營績效是最重要的因素，因為加盟主在探討該問題時，提出較多的意見，同時也透露出績效不好也不會想續約，企業制度次之，大多加盟主提到有關企業制度的影響也都圍繞在績效，最後是品牌因素對其造成的品牌忠誠度。

**關鍵詞:**經營績效、企業制度、品牌

### Abstract

Chain supermarkets have developed rapidly, with more and more stores distributed, and competition has also increased. Each supermarket has come up with different strategies to develop its own popularity and create its own brand image. This study also believes that if the franchise owner's willingness to renew the contract can be improved, the market share of the brand will also be stabilized. The purpose of this study is to explore the factor analysis of contract renewal willingness, and to provide the researched data for the industry as a reference, and to analyze whether these channels can be used to increase contract renewal willingness.

This research takes the franchise owners of the unified supermarket as the research object, and explores the willingness of different franchise owners to renew their franchises. Discuss the factors affecting the franchisee.

Through the analysis of the research results, it can be concluded that business performance is the most important factor, because franchise owners put forward more opinions when discussing this issue, and also revealed that they would not want to renew their contracts if they did not perform well. Most of the franchisees mentioned that the influence of the relevant corporate system also revolves around performance, and finally the brand loyalty caused by brand factors.

**Keywords:** Business performance, corporate system, brand

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## 以消費者態度及行為分析關鍵字廣告之效果 Analyze the effect of keyword advertising based on consumer attitudes and behaviors

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### 摘要

本研究的目的主要探討關鍵字廣告對消費者態度、消費者行為關係之研究。本研究以有在使用網路，在網路上看過數位廣告的消費者作為主要的研究對象，採取網路問卷方式調查，共發出 272 份，回收有效問卷 272 份，回收率 100%，進行研究。

本研究得到結論如下：(1) 關鍵字廣告對於消費者之娛樂性、資訊性、干擾性、可信性有正向影響(2) 消費者態度對於消費者行為有正向影響(3) 背景變項對於關鍵字廣告在消費者態度及行為有顯著影響。

**關鍵詞：**關鍵字廣告、消費者態度、消費者行為

### Abstract

The purpose of this study is to explore the relationship between keyword advertising and consumer attitudes and consumer behavior. In this study, consumers who are using the Internet and have seen digital advertisements on the Internet are the main research objects. A total of 272 questionnaires are sent out and 272 valid questionnaires are returned, with a recovery rate of 100%.

The conclusions of this study are as follows: (1) Keyword advertising has a positive impact on consumers' entertainment, information, distraction, and credibility (2) Consumer attitudes have a positive impact on consumer behavior (3) Background Variables have a significant impact on consumer attitudes and behaviors in keyword advertising.

**Keywords:** Keyword Advertising, Consumer Attitudes, Consumer Behavior