

論文名稱：大台北地區銀髮族醫學美容消費行為

頁數：108

與顧客滿意之調查研究

校系(所)組別：淡江大學管理科學研究所企業經營碩士在職專班

畢業時間及提要別：97學年度第2學期碩士學位論文提要

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論文提要內容：

探討醫學美容市場消費者行為的研究不多，尤其是在銀髮族消費族群則更少，有鑒於銀髮族的消費力量越來越龐大。因此本研究將針對醫學美容銀髮族的消費者行為進行相關的分析。本研究針對大台北地區的銀髮族消費者進行調查，總計發放問卷 202 份，扣除無效問卷 41 份，有效問卷為 161 份。有關研究成果如下：

一、購買醫學美容產品的動機主要是以「改善外在」為最高。

二、購買醫學美容產品訊息來源以「電視廣告」、「親友推薦」及「報章雜誌」為主。

三、購買醫學美容產品其方案評估

最重視「療效及服務態度」，而「臉部回春、除紋除斑」為需求性最高。

四、購買醫學美容產品之購買行為

至醫學美容中心的頻率以「不定期、偶爾去」為最多，而購買商品服務為「一種」，消費金額在「3000 元以下」，其服務時間在「1 小時以下」。

五、購買醫學美容產品的消費者滿意度都屬「相當不錯」。

關鍵詞：銀髮族、醫學美容產品、消費者行為、滿意度

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Title of Thesis : A Survey Study on the Senior Citizens' Total pages:108
Consumption Behavior of Medical
Beauty and their Customer Satisfaction is
the Great Taipei Area

Key word : Senior Citizens, Medical Beauty Product, Consumption Behavior
Customer Satisfaction

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Abstract:

The research for consumption behavior of medical beauty market is rare, so do the senior citizens. According to the buying power of the senior citizens is getting big, the study aim for the senior citizens' consumption behavior of medical beauty. This research project started from grouping different senior citizens consumer and distributing 202 questionnaires in Great Taipei area, deleted 41 invalid samples, so the number of valid samples collected was 161. The result is show as below:

1. The main purchase motivation for medical beauty product is "improve appearance"
2. The main purchase information source for medical beauty product is "Television Advertisement", "family and friends recommend" and "newspaper and magazine"
3. The program evaluate for medical beauty product :
The most important is "effectiveness and service attitude" and most necessary is "face younger"
4. The purchase behavior for medical beauty product
The frequency is "nonscheduled", the product number is "one", the account is "below NT\$3000" and service time is "below one hour"
5. The customer satisfaction for medical beauty product is "very satisfied"

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