

女性消費者對 day Spa 商店印象與再購意願之研究

摘要

生活不只是活著，還必須要幸福，而 Spa 這一行正是製造身心靈放鬆的幸福產業。藉由特殊的造景、優美的音樂、芳香的精油與專業人員的按摩手法，使人們得以沉澱心靈，遠離煩囂的都市，重新達到身、心、靈的平衡狀態。

台灣 Spa 產業中為數最多的 day Spa，主要位在都會區，提供忙碌的都市人一個無壓力的空間，使消費者不需要舟車勞頓，就能在一天內享受到各式各樣的 Spa 服務。本研究即在探討消費者對都會型 Spa 的商店印象與再度光臨的意願，希望研究結果能作為 Spa 業者提升顧客再度光臨意願的參考。研究中對商店印象的定義採用「適當性—重要性」模型 (Cohen, Fishbein, and Ahtola, 1972)，以 Likert 五點量表將重要性與滿意度評分乘積後來代表消費者對商店印象好壞，然後用各種統計方法來分析人口統計變數、商店印象、消費行為與再購意願之間的關係，研究結果發現：

1. 女性消費者對 day Spa 商店印象可分成商品、服務、空間三個構面。
2. 人口統計變數對於商店印象有顯著差異，且有顯著集群類型：年齡 30 歲以上、已婚族群屬於高評價集群。
3. 人口統計變數對於消費行為有顯著差異：年齡較長者喜歡單獨消費且消費頻率較高，收入較高者每次消費時間長、消費單價高。
4. 人口統計變數對再購意願有顯著差異：年齡與月收入較高者，再購意願較強。
5. 商店印象與再購意願有顯著相關，且再購意願有顯著商店印象集群類型：印象評價高的集群再購意願越強。
6. 消費行為有顯著商店印象集群類型：攜伴一同消費屬於低印象評價集群。
7. 消費行為對於再購意願有顯著相關：消費頻率越高、每次消費時間長、消費單價高者再購意願越強。

關鍵字：day Spa、商店印象、再購意願

The Study of Day Spa in Taiwan : Female Consumers' Store Image and Repurchase Intention.

Abstract

Life is not merely being alive, but being well. Spa is the industry that relaxes your body and mind and makes the happy feeling at the same time. Through affiliations of the special scenery, the exquisite music, the fragrant essential oil, and the specialist's massage technique, Spa enables people to precipitate the mind, and to reach the equilibrium of the body, the heart, and the spirit.

Day Spa is the main Spa in Taiwan, which located in metropolis, provides people a non- pressure space. It won't take you much time (no more than one day) to enjoy all kinds of service in day Spa. This research was to find out the relationship between female consumers' store image and repurchase intention about day Spa. According to the study outcomes, some concrete suggestions were made as references for day Spa business to improve female consumers' repurchase intention. The major results in this research are summarized as follows :

1. The store image of day Spa in Taiwan included three important dimensions : goods, service, and space.
2. The variables of customers' population statistics showed significant difference in the customers' store image, consumer behavior, and repurchase willing.
3. The variables of female consumers' store image showed significant correlation in the repurchase willing.
4. The variable of consumer behavior showed significant cluster in store image.
5. The variable of consumer behavior showed significant correlation in the repurchase willing.

Key words : day Spa, store image, repurchase intention.