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指導教授：劉紀雯

Kate Chiwen Liu

真善美聖

Department Stores' Annual Sales: Kuang San SOGO and TopCity
Taichung Department Stores as Examples

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學生：盧佳岱撰

Evelyn Jia-Dai Lu

Evelyn Lu
402110609
Composition & Conversation III—Dr. Kate Liu
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Abstract

Department stores' annual sale has been a major promotion event, for which each department store uses different strategies to draw their customers' attention, such as forming a scheduling sequence for the branches, offering discounts and rewards, and putting up advertisements of different kinds. Do the department stores truly benefit from the sales, as has been reported on? This paper studies both Kuang San SOGO's and TopCity's promotional strategies and argue that their strategies, especially discounts, work for college student customers, who tend to do more purchases during annual sales than in other sale activities.



Department Stores Annual Sales:
Kuang San SOGO and TopCity Taichung Department Stores as Examples

Every year, many people hold their breath and wait for the "crazy October," which marks the start of a series of annual sales of department stores. During the season, department stores benefit considerably from the sales, and the sale figures of annual sales can also be recognized as an indicator of the purchasing power of the public, for "customers look forward to the annual shopping season especially during economic recession, and they will list out what to buy is the most beneficial during the season and do their shopping at the cheapest price" (Bie). In other words, customers are more likely to purchase during department stores' annual sales than any other sale activities. Thus, the market is like a battlefield, for everyone wants to make the hugest profit. Each department stores use different types of promotion tactics to draw their customers' attention, such as different schedules of each branches, rewards and discounts on certain or limited items, and their advertisement. However, there are other factors influencing consumers of different age groups as well, such as product power, loyalty, location, and so forth. To figure out how annual sales of department stores attract college student customers, this research paper raises the following research questions:

1. What promotional strategies adopted by department stores during annual sales are more effective to attract college student customers?
2. What possible factors influence college student customers' choices of shopping in certain department stores?

To answer these questions, I will first use Kuang San SOGO and TopCity Taichung Department Stores as examples to observe and analyze their promotion tactics respectively in the three aspects—history, operations, and promotional strategies of annual sales and then do a survey on college student customers' perceptions of annual sales. In terms of operation, Kuang San SOGO Department Store and TopCity Taichung Department Store represent traditionally and newly operated department stores in Taiwan. Promotional materials such as flyers are used as reference to support department stores' IMC strategies of annual sales. Therefore, this paper figures out how department stores promote their annual sales and what strategies they use are more effective by comparing department stores' IMC (Integrated Marketing Communication) strategies of annual sales and doing a survey on college students' opinions about department stores' annual sales. Nevertheless, college student customers' choices of going to department stores depend on not only department stores' promotional strategies of annual sales but also other factors such as department stores' product power, salespeople's attitude, locations and so forth.

To have better knowledge of college student's opinions of department stores' annual sales, the questionnaire is designed as "How Department Store's Annual Sales Attract College Student Customers?". To include a variety of college student respondents, I posted the questionnaire on Facebook, a social networking platform, and inquired my friends about helping me do the survey which targets at college students at the age of 18 and above. From March 8 to April 16, 2016, the questionnaire survey received 155 valid samples in total, including 118 female respondents and 37 male respondents. The questionnaire is divided into three parts: the respondents' basic information, shopping habits in department stores' annual sales, and perception of department stores' annual sales. To reconfirm the findings of the questionnaire survey, interviews with two female college students and two career women who have been to Kuang San SOGO and TopCity Taichung Department Store are included in the paper.

Literature Review

Each year way before annual sales, department stores each get ready for a fight—to win the most customers and make huge profits. What's more, department stores nowadays try their best to satisfy their customers by "customization" and "differentiation" (Chang), which make them stand out among the service industry. For example, some department stores promoted customizing male shirts to meet customers' different needs ("Fu-qin-jie"), while others tried to establish their unique identity by building their own theater for stage plays to attract not only customers but also art enthusiasts (Zhuo). Besides these strategies of "customization" and "differentiation," department stores also need to design their overall 4P marketing strategies. To successfully attract customers, for instance, the first step is to promote their sales, products, or even themselves efficiently and effectively, which is the most significant strategy in marketing out of the traditional 4P(Product, Price, Place, and Promotion) paradigm (Dai 124). To carry out the 4P strategy, thorough coordination of marketing and management resources play important roles, which are known as "Integrated Marketing Communication (IMC)". According to Dr. Dai, "Integrated Marketing Communication (IMC)" has been widely discussed and applied in the marketing field since 1990 (4). In department stores' IMC, product power, sales promotion, ad power, direct sales, and horizontal alliance are keys to success in annual sales.

First, product power indicates brands and products of department stores; brand counters should introduce new products or even exclusive ones, while famous brands should be included and have their own special qualities. Sales promotion, which is the most significant strategy aiming to encourage consumers to make purchases, especially during the period of economic recession when customers tend to be

conservative. Department stores would invest a lot to provide customers rewards and gifts. Among such sales promotion as discounts, zero-percent interest rate installment plan, rewards, points, gifts, and tryout activities, discounts are more effective to attract their customers, for discounts are practical, immediate, and comprehensive (Dai 128). As for zero-percent interest rate installment plan, low interest rate creates a perfect financial circumstance for both department stores and customers: department stores paying interest to the bank or extending the payment period, which would be fine if there are more buyers. On the other hand, customers can afford paying for high-priced items by installment over a period of time, such as a month, three months, and half a year. However, zero-percent interest rate installment plan is not the focus in the paper because the study targets college students customers who are assumed not having credit cards on their own. Rewards is often used as "getting a hundred-dollar coupon with every 1000-dollar purchase," which is an appropriate amount based on Weber's Law¹(Lin 50). Points is another promotion strategy to attract department stores' customers, especially house wives and office ladies (Dai 132), which indicates rewarding customers with points so that they can redeem their points for special offers or different gifts based on different purchasing consumption. Gifts often create a big hype, for department stores cooperate with cute cartoon characters, drawing attention of young people, students, house wives, and the low-income. Also, tryout activities provide customers to try certain products themselves, which help them to have a better understanding of the products, favorably enhancing the impressions on customers. On the other hand, ad power is not the main focus of department stores' IMC. Certain department stores have their own regular patrons owing to their reputation and they gain publicity through news report on TV and customers' word of mouth marketing, which increases their exposure to the public. Unlike sales promotion, direct sales include sending DMs and collecting bonus points. Due to department stores' regional and trading area, about 70% customers are members of department stores, while around 30% customers have no preferences for department stores. Thus, direct sales is effective to those who can be labeled as preferred customers. With more and more enterprises and industries having been involved in IMC, department stores cooperate with other companies like credit card companies, which is known as horizontal alliance. During annual sales, it is very likely that customers spend more money making their purchases, and the amount of money can be up to thousands, hundreds of thousands or even more. In this way, credit cards,

¹**Weber's Law:** $K=(\Delta/I)$ —where K is the differential change in perception, ΔI is the differential increase in the stimulus, I is the instantaneous stimulus; that is, if the first stimulus is strong, the second stimulus requires stronger enhancer so that it can be perceptible. In marketing, Weber's Law deals with consumers' perception of price variance and reflects that consumers' perception of price variance relates more to percentage of changes. According to Dr. Lin, a discount should be at least 10% (K) off so that customers would sense the differences. For instance, a handbag marked NT\$4000, the price reduction should be at least NT\$400 in order for it to be effective to customers.

zero-percent interest rate installment plan, and gifts of using certain credit cards are important to complete the trading process of customers. Therefore, the more credit card companies are involved in IMC, the more customers will be attracted to make purchases (Dai 194-97).

To look into department stores' IMC strategies of annual sales, Kuang San SOGO Department Store and TopCity Taichung Department Store are taken as examples. Firstly, as for their historic background, Kuang San SOGO Department Store has been operated differently from the other SOGO Department Stores in Taiwan: it is the only SOGO run by Kuang San Building Business. What's more, opened in 1995, Kuang San SOGO Department Store is an 18-story building located on Taichung Port Road, which is the busiest road in Taichung City owing to business activities; as a result, Kuang San SOGO Department Store has a very great location ("The History of Kuang San SOGO Department Store"). Having opened for about 21 years, Kuang San SOGO Department Store has a longer history and includes commodities ranging from daily household items to luxury brands. In terms of luxury brands, Kuang San SOGO covers fewer brands than Taichung TopCity, such as GUCCI, COACH, and LONGCHAMP. In 2015, Kuang San SOGO Department Store held its annual sale from September 23 to October 14, and it featured mainly in rewards, discounts, gifts, and points. For instance, cosmetics on the first floor were all 10% off; if customers spent over 3000 NT dollars, they would be given 300 NT dollars as reward. Also, Kuang San SOGO Department Store releases "Smart Card", a card helps its customers collect bonus points, which can be redeemed for cashes and gifts.

As for TopCity Taichung Department Store, opened in 2011, which is relatively younger than Kuang San SOGO, it is situated on Taichung Port Road as well, a perfect location near CBD (central business district). With two 14-story buildings, TopCity Taichung Department Store covers more luxury and jewelry brands than Kuang San SOGO does, such as CHANEL, Dior, YSL, Cartier, and Tiffany & Co. ("About City"); additionally, the low-story buildings of TopCity Taichung Department Store have the advantages of large ground floors, which enables it to introduce fast fashion such as GU, GAP, and H&M; the fast fashion brands in turn help it to target at 18~35 year-old customers and thus attract consumers of different age groups. As nearly same time as Kuang San SOGO's 2015 annual sale yet shorter, TopCity Taichung Department Store had its 2015 annual sale from September 24 to October 14. TopCity Taichung Department Store promoted rewards, discounts, limited items and points; cosmetics were all 10% off, customers of the TopCity purchased over 5000 NT dollars would be given 500 NT dollars as reward. Moreover, Taichung TopCity accepts "Happy Go": a card helps customers to accumulate bonus points in

many stores, such as TopCity Department Stores, gas stations, hotels, convenient stores, and so on.

To further analyze the two department stores' IMC strategies of annual sales, existing promotional materials and strategies of Kuang San SOGO Department Store and TopCity Taichung Department Store are discussed respectively in terms of the flyers of their 2015 annual sales. First, they both sent flyers to their customers. The flyers of Kuang San SOGO Department Store each included 38 pages, while those of TopCity Taichung Department Store each included 55 pages. The differences the flyers show are their rewards and discounts, points and gifts, and horizontal alliances.

As for rewards and discounts, both of them employed different strategies on "getting a hundred-dollar coupon with every 1000-dollar purchase" and the schedules. TopCity Taichung Department Store arranged its schedule for rewards as first-twelve-day rewards and rewards for whole period of annual sales. During the first twelve days of 2015 annual sale, to attract more high-end customers, TopCity Taichung Department Store offered its customers a 1400-dollar coupon with every 10000-dollar purchase for cosmetics, a 500-dollar coupon with every 10000-dollar purchase for luxuries and 3C products, and 1000-dollar coupon with every 10000-dollar purchase of domestic appliances. Throughout 2015 annual sale, TopCity Taichung Department Store provided a 200-dollar coupon with every 2000-dollar purchase for cosmetics, skin care products and underwear, 500-dollar coupon with every 5000-dollar purchase for clothes, and 500-dollar coupon with every 5000-dollar purchase for MUJI products.

Moreover, customer segmentation is department stores' another concern. Kuang San SOGO Department Store divided its schedule for rewards into three parts: first-five-day rewards, first-eight-day rewards, and last-six-day rewards, and each of them had different coupons with every purchase. For example, during first five days of 2015 annual sale, Kuang San SOGO Department Store offered its customers not only 300-dollar coupon with every 3000-dollar purchase for most of the counters, but also 500-dollar coupon with every 5000-dollar purchase for luxuries, jewelry and household appliances; in the first eight days, customers were provided with a 10% discount and 200-dollar coupon with every 2000-dollar purchase for cosmetics. In Kuang San SOGO Department Store, cosmetics were mainly 30% to 40% off; however, TopCity Taichung Department Store in fact did not offer discounts but rewards to its customers. Besides, it seemed to target at high-end customers or those who make their purchases at a higher price, for it set the benchmark of rewards at NT\$2000, NT\$5000 and NT\$10000. Compared to TopCity Taichung Department Store, Kuang San SOGO Department Store provided at least 10% discounts and rewards for its customers. In this way, Kuang San SOGO Department Store might

want to appeal mid-range customers or those who make their purchases at a lower price, since coupons were given for NT\$2000, NT\$3000 and NT\$5000 purchases.

The characters the two department stores use also reveal the different target groups they appeal to. To encourage more customers to become their members, both TopCity Taichung Department Store and Kuang San SOGO Department Store promote their bonus cards respectively named "Happy Go" and "Smart Card", which help customers to collect and redeem bonus points for special offers and gifts. Moreover, they both cooperate with popular characters of illustration or cartoon to appeal children, those who like the characters, and so on. In 2015 annual sale, TopCity Taichung Department Store cooperated with the illustration, Mr. White Cloud, releasing backpacks, umbrellas, neck pillows, and plates as gifts exchange of points. Customers with Happy Go Cards who made their purchases over NT\$699 per day and paid NT\$20 in cash could exchange gifts. Kuang San SOGO Department Store cooperated with Chibi Maruko Chan (櫻桃小丸子), offering its customers such gifts as carpets, umbrellas, neck pillows and stationary. Customers with Smart Cards who make purchases over NT\$1000 could get free neck pillows



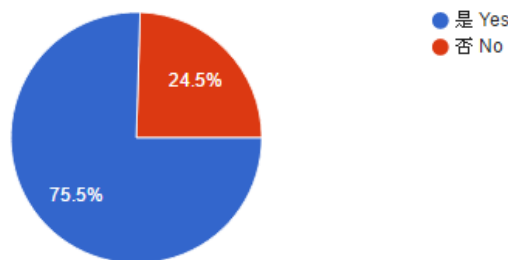
and umbrellas, or redeem points for stationary. Although TopCity Taichung Department Store and Kuang San SOGO Department Store use different strategies to promote their bonus cards, they both offered their customers neck pillows and umbrellas as gifts, which are functional products with low costs. Plus, points of Happy Go Cards could be redeemed for cash bonus; for instance, member customers could redeem 100 points for NT\$50 cash bonus, 200 points for NT\$100 cash bonus, and so forth. Customers of Kuang San SOGO Department Store with Smart Cards who made purchases over NT\$1000 could get triple bonus points or NT\$2000 had the chances to draw lots for NT\$200,000 coupons. However, Happy Go Cards would appeal more customers, since it provides a bonus points platform that many stores take part in.

The horizontal alliance both department stores made are with credit card companies. To encourage customers to make more purchases, especially those who are willing to spend a lot of money on shopping, department stores cooperate with credit card companies along with zero-percent interest rate installment plan and gifts. In 2015 annual sale, both TopCity Taichung Department Store and Kuang San SOGO Department Store cooperated with 22 credit card companies; 17 out of the 22 credit card companies were the same, such as Citibank, Cathay United Bank, CTBC Bank,

and Bank of Taiwan. Although there were some similar strategies used by the cooperated banks like rewards, those cooperated with TopCity Taichung Department Store tended to reward their customers with cash bonus, while those with Kuang San SOGO Department Store tended to reward their customers with gifts like small bags and mugs.

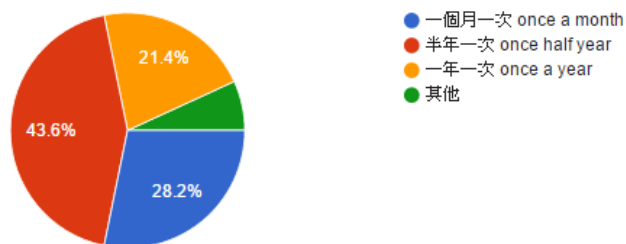
As for what promotional strategies college student customers like about department stores' annual sales, the results of the questionnaire survey further prove the effectiveness of department stores' IMC strategies in terms of ad power, direct sales, and sales promotion. Nevertheless, besides being influenced by department stores' promotion strategies of annual sales, respondents also value highly product power, loyalty, and location.

您是否曾去過百貨公司周年慶 Have you ever been to department stores' annual sales?
(155 則回應)



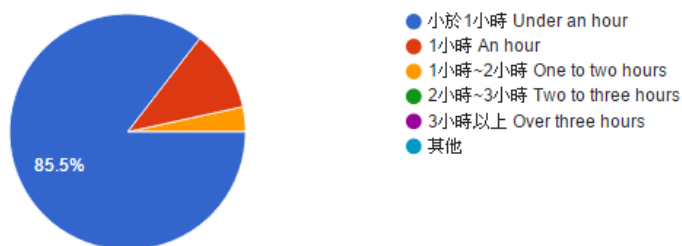
Among 155 respondents, 117 respondents have been to department stores' annual sales, while only 38 respondents have not. Therefore, department store is an important shopping option for college students; however, it is unknown whether the respondents pay for themselves or not.

1. 您去百貨公司消費的頻率 How often do you make your purchases in department stores on average?
(117 則回應)



2. 離您目前居住地最近的百貨公司要多久到達? How long does it take you to go to the closest department store from your current residence?

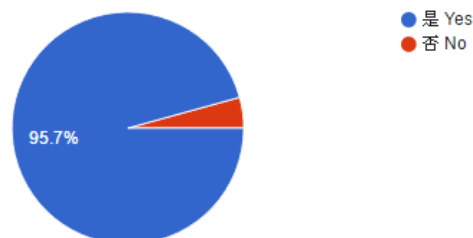
(117 則回應)



The frequency of department stores' goes implies department stores' position in the market. It is noteworthy that most respondents (43.6%) make their purchases in department stores once half a year, which may refer to department stores' high position in the market. Unlike supermarkets and convenient stores providing necessary goods, department stores offer people more fashionable and luxurious items. In addition, 100 out of 155 respondents go to the closest department store from their current residences under an hour, which may indicate that, for these people, department stores are convenient to visit.

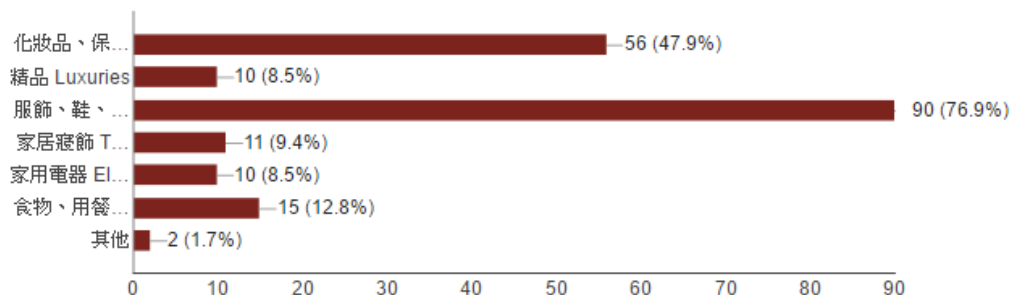
5. 您是否會在百貨公司周年慶期間購物呢? Have you ever made purchases during department stores' annual sales?

(117 則回應)



6. 承上題，您在百貨公司周年慶期間購物為何? If No. 5's answer is yes, what have you purchased during department stores' annual sales?

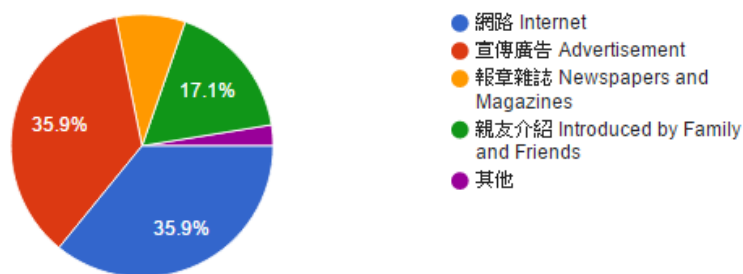
(117 則回應)



As for the experience of respondents making purchases during department stores' annual sales, among 117 respondents, 112 respondents have made their purchases during department stores' annual sales, while 5 have not, and this in turn indicates that department stores' annual sales can attract college student customers and meet their needs. What college student customers have purchased during department stores' annual sales the more are clothes, shoes, and accessories. 90 out of 117 respondents have bought clothes, shoes and accessories during department stores' annual sales, while 56 respondents have spent money on cosmetics and skin care products, for college students go to school so that they spend more on clothing and cosmetics.

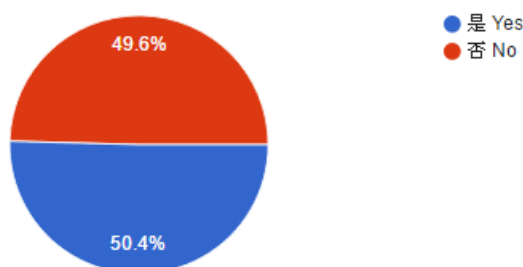
7. 您是如何得知百貨公司周年慶的消息? How do you receive information of department stores' annual sales?

(117 則回應)



8. 您是否會先瀏覽百貨公司周年慶的廣告傳單再進行購買? Will you read the DMs of department stores' annual sales before you go shopping there?

(117 則回應)

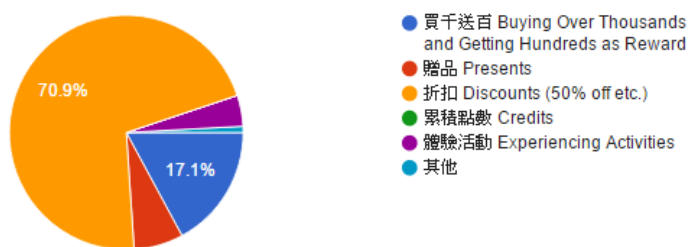


Department stores promote their annual sales in many ways, including the Internet, advertisement, newspapers and magazines. It is remarkable that ad power of advertisement and discount information conveyed via the Internet and oral spreading influences the consumers profoundly. In the findings, 84 out of 117 respondents who have been to department stores' annual sales receive information of annual sales respectively from the Internet and advertisement, while 20 respondents receive such information through their family and friends. With rapid advancement in science and technology, digital marketing plays an important and trendy role in marketing. Due to increasing popularization of the Internet, smartphones and advertisements displayed

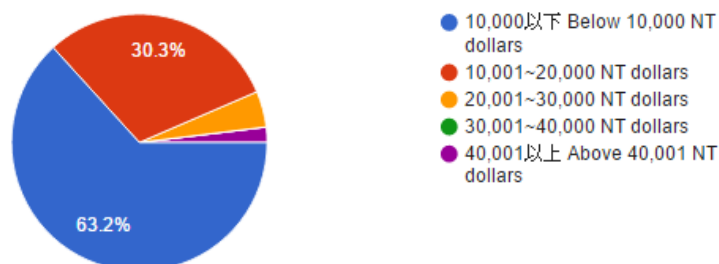
on public transportation, people nowadays expose themselves to the Internet a lot and the Internet exchange information faster comparing to newspapers and magazines. Also, for college student customers, direct sales—DM is effective to some extent, since 59 out of 117 respondents read the DMs of department stores' annual sales before they go shopping there. In this way, they can have a better understanding of sales promotion and find a real bargain.

9. 您會被何種百貨公司周年慶優惠活動所吸引? What promotional strategies of department stores' annual sales attract you the most?

(117 則回應)

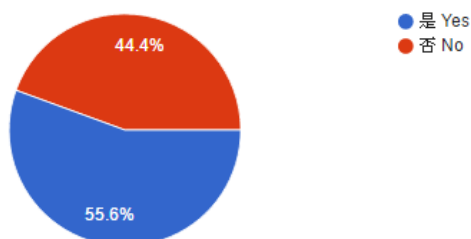


您的月收入與零用金 Your monthly income and pocket money (155 則回應)



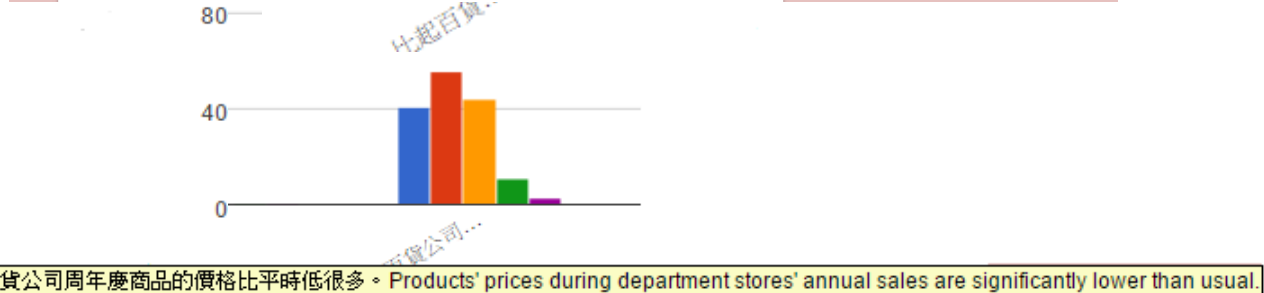
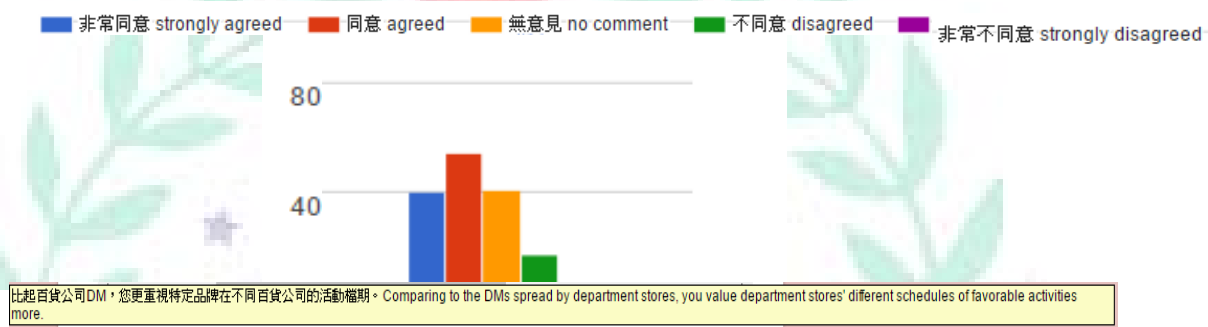
Based on the questionnaire survey, discounts and rewards—getting a hundred-dollar coupon with every 1000-dollar purchase—are more popular than other promotions. 83 out of 117 respondents are attracted the most by discounts, for discounts are a direct and immediate way for them to make purchases at cheaper prices. The reason why rewards are less favored by respondents is that 98 out of 155 respondents receive less than 10000 NT dollars as their monthly income and pocket money. As a result, they often spend limited amount of money making purchases. If they want to get a hundred-dollar coupon with every 1000-dollar purchase, they would make up the thousands with their friends.

3. 您有否偏好的百貨公司 Do you have any preferred department stores?
(117 則回應)

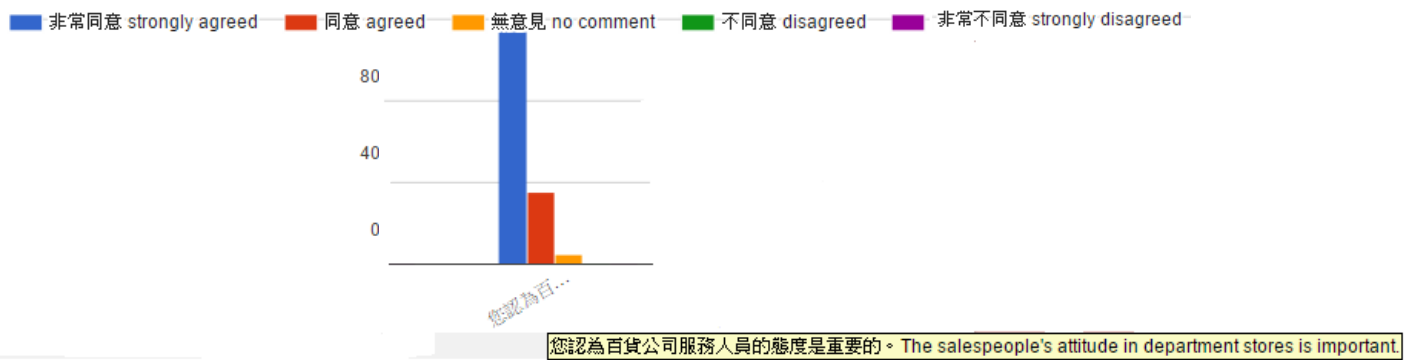


However, besides department stores' promotion strategies, loyalty, product power, the salespeople's attitude in department stores, and locations are other factors influencing customers' shopping in department stores. According to the questionnaire survey, 65 out of 117 respondents have preferred department stores, which may be owing to department stores' product power and locations.





When it comes to product power, respondents think highly of department stores' brand diversity and reasonable prices of products. 152 respondents agreed that brands contained in department stores matter, for their purchases depend mainly on the brands themselves rather than department stores themselves. Also, 94 out of 155 respondents consider department stores' different schedules of favorable activities more than the DMs. Therefore, for those who value brands and favorable activities, they may show little loyalty to certain department stores. On the other hand, 97 out of 155 respondents view products' prices during department stores' annual sales significantly lower than usual, which implies department stores' sales promotion strategies are effective to attract more college student customers to make purchases.



Besides product power, the salespeople's attitude in department stores is another college student customers' concern. In the questionnaire survey, 115 respondents show their strongly high value of the salespeople's attitude in department stores, and thus employee training is essential in maintaining the quality of the service in department stores.



As for customers' choices of which department stores they go to, locations are considered. 153 respondents agree the locations of department stores are important. Some department stores are reachable through mass transit, while some department stores provide shuttle buses for their customers. What's more, some department stores are located in the same area or region, which allow them to benefit from economies of agglomeration. For example, many department stores such as Taichung TopCity, Kuang San SOGO, and Shin Kong Mitsukoshi Department Store are situated at Taichung Port Road, which in turn can attract more customers.

To test the results of the questionnaire survey, interviews with two college women and two career women who have been to Kuang San SOGO and TopCity Taichung Department Store are included.

Interviewee A is a college woman who lives near Kuang San SOGO Department Store in Taichung and spends about NT\$3000 during annual sales. Product power is the most important priority in terms of shopping in department stores. From her perspective, TopCity Taichung Department Store covers more brands than Kuang San SOGO does, and Taichung TopCity contains fast fashion brands like H&M, which is more fashionable and cheaper. What's more, Taichung TopCity is close to Shin Kong Mitsukoshi Department Store and this in turn provides her advantages of economies of agglomeration. In this way, if she cannot find certain brand's products such as YSL in Shin Kong Mitsukoshi Department Store, she can go to Taichung TopCity. On the other hand, she goes to Kuang San SOGO due to convenience; she buys cosmetics and underwear there, which is planned in advance. Hence, Taichung TopCity is considered fashionable, while Kuang San SOGO is considered traditional.

Interviewee B is also a college woman who lives in Taichung. She goes to Kuang San

SOGO to try out new cosmetics such as lipsticks, or exchange free samples, for the salespeople there are more friendly. Interviewee B makes purchases in need, so annual sales have nothing to do with her shopping habits, and she spends around NT\$5000 during annual sales. Although it is true that Taichung TopCity has more brands than Kuang San SOGO does, its brand counter arrangement is confusing. Therefore, she prefers Kuang San SOGO Department Store more.

As for career women, interviewee C and D have different opinions about Kuang San SOGO and TopCity Taichung Department Store. Interviewee C has been to Kuang San SOGO and TopCity Taichung Department Store and she often spends NT\$8000 during annual sales. She regards locations as the priority to go shopping in department stores. For her, it is more convenient to get to Kuang San SOGO than to TopCity Taichung Department Store. Plus, Kuang San SOGO provides her the brands she likes and is less crowded than Taichung TopCity. As a result, Kuang San SOGO Department Store is a better choice for interviewee C to go shopping. Interviewee D, on the other hand, highly values sales promotion, so she shows little loyalty to either department store, and she spends NT\$10000 or above during annual sales. Among department stores' sales promotion during annual sales, rewards attract her the most, for she often spends a lot of money on her purchases. Thus, "getting a hundred-dollar coupon with every 1000-dollar purchase" is favorable to her. As a result, career women have more practical concerns than what is fashionable.

Conclusion

Compared to convenient stores, department stores provide more high-priced products and they try to offer their USP (Unique Selling Points). Nowadays department stores value "customization" and "differentiation", which attract their customers such as considerate service as adding value. Additionally, department stores hold annual sales every year to promote themselves and gain more profits; they apply many promotional strategies, such as discounts, rewards, presents, and so on. Among these promotional strategies, college student customers are more interested in discounts and rewards, for such sales promotion immediately saves customers' money and opens to everyone. However, not annual sales alone attract college student customers but other factors such as product power, salespeople's attitude, and the locations of department stores influence their choices of shopping in certain department stores. Therefore, if department stores care much about college student customers, they are suggested to make an overall improvement.

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Appendix

Survey Questionnaire

I. 您的基本資料 Your basic information

A. 您的性別 Your gender

1. 男 Male
2. 女 Female

B. 您的年齡 Your age

1. 20 歲以下 Under 20
2. 20~21
3. 21~22
4. 22 以上 Above 22

C. 您目前就讀的學校? What university you go to?

D. 您的學院 Which college are you majoring in?

1. 文學院 College of Liberal Arts
2. 藝術學院 College of Art
3. 傳播學院 College of Communication
4. 教育學院 College of Education
5. 醫學院 College of Medicine
6. 理工學院 College of Science and Engineering
7. 外語學院 College of Foreign Languages
8. 民生學院 College of Human Ecology
9. 法律學院 School of Law
10. 社會科學院 College of Social Science
11. 管理學院 College of Management
12. 進修部 School of Continuing Education

E. 您的月收入與零用金 Your monthly income and pocket money

1. 10,000 以下 Below 10,000 NT dollars
2. 10,001~20,000 NT dollars
3. 20,001~30,000 NT dollars
4. 30,001~40,000 NT dollars
5. 40,001 以上 Above 40,001 NT dollars

F. 您是否曾去過百貨公司周年慶 Have you ever been to department stores' annual sales?

1. 是 Yes
2. 否 No

II. 您在百貨公司周年慶的消費習慣 Your shopping in department stores' annual sales

A. 您去百貨公司消費的頻率 How often do you make your purchases in

department stores on average?

1. 一個月一次 Once a month
2. 半年一次 Once half year
3. 一年一次 Once a year
4. 其他 Others

B. 離您目前居住地最近的百貨公司要多久到達? How long does it take you to go to the closest department store from your current residence?

1. 小於 1 小時 Under an hour
2. 1 小時 An hour
3. 1 小時~2 小時 One to two hours
4. 2 小時~3 小時 Two to three hours
5. 3 小時以上 Over three hours
6. 其他 Others

C. 您有否偏好的百貨公司 Do you have any preferred department stores?

1. 是 Yes
2. 否 No

D. 承上題，您通常前往哪一家百貨公司消費? If No. 3's answer is yes, in which department stores do you make most of your purchases?

1. 新光三越 Shin Kong Mitsukoshi Department Store
2. 遠東百貨 Far Eastern Department Stores
3. 太平洋 SOGO 百貨 Pacific SOGO Department Stores
4. 微風廣場 Breeze Center
5. 廣三 SOGO 百貨 Kuang San SOGO Department Store
6. 中友百貨 Chungyo Department Store
7. 其他 Others

E. 您是否會在百貨公司周年慶期間購物呢? Have you ever made purchases during department stores' annual sales?

1. 是 Yes
2. 否 No

F. 承上題，您在百貨公司周年慶期間購物為何? If No. 5's answer is yes, what have you purchased during department stores' annual sales?

1. 化妝品、保養品 Cosmetics and Skin Care Products
2. 精品 Luxuries
3. 服飾、鞋、配件等 Clothes, Shoes, Accessories etc.
4. 家居寢飾 Tableware (plates, glasses, knives etc.), Bedding and Pillow, Cabinets, Fragrances etc.
5. 家用電器 Electronic Appliances
6. 食物、用餐 Food and Dining

7. 其他 Others

G. 您是如何得知百貨公司周年慶的消息? How do you receive information of department stores' annual sales?

1. 網路 Internet
2. 宣傳廣告 Advertisement
3. 報章雜誌 Newspapers and Magazines
4. 親友介紹 Introduced by Family and Friends
5. 其他 Others

H. 您是否會先瀏覽百貨公司周年慶的廣告傳單再進行購買? Will you read the DMs of department stores' annual sales before you go shopping there?

1. 是 Yes
2. 否 No

I. 您會被何種百貨公司周年慶優惠活動所吸引? What promotional strategies of department stores' annual sales attract you the most?

1. 買千送百 Buying Over Thousands and Getting Hundreds as Reward
2. 贈品 Presents
3. 折扣 Discounts (50% off etc.)
4. 累積點數 Credits
5. 體驗活動 Experiencing Activities

III. 您對百貨公司周年慶的認知 What do you think of department stores' annual sales?

A. 您認為百貨公司品牌多樣性是重要的。The diversity of brands in department stores is important.

1. 非常同意 strongly agreed
2. 同意 agreed
3. 無意見 no comment
4. 不同意 disagreed
5. 非常不同意 strongly disagreed

B. 您認為百貨公司交通位置是重要的。The locations of department stores are important.

1. 非常同意 strongly agreed
2. 同意 agreed
3. 無意見 no comment
4. 不同意 disagreed
5. 非常不同意 strongly disagreed

C. 您認為百貨公司服務人員的態度是重要的。The salespeople's attitude in department stores is important.

1. 非常同意 strongly agreed

2. 同意 agreed
3. 無意見 no comment
4. 不同意 disagreed
5. 非常不同意 strongly disagreed

D. 百貨公司周年慶商品的價格比平時低很多。Products' prices during department stores' annual sales are significantly lower than usual.

1. 非常同意 strongly agreed
2. 同意 agreed
3. 無意見 no comment
4. 不同意 disagreed
5. 非常不同意 strongly disagreed

E. 百貨公司周年慶的優惠活動很吸引人。The annual sales of department stores are attractive to you.

1. 非常同意 strongly agreed
2. 同意 agreed
3. 無意見 no comment
4. 不同意 disagreed
5. 非常不同意 strongly disagreed

F. 比起百貨公司 DM，您更重視特定品牌在不同百貨公司的活動檔期。Comparing to the DMs spread by department stores, you value of department stores' different schedules of favorable activities more.

1. 非常同意 strongly agreed
2. 同意 agreed
3. 無意見 no comment
4. 不同意 disagreed
5. 非常不同意 strongly disagreed

G. 您偏好線上購物甚於百貨公司實體店面。You would rather shop online than go shopping in department stores.

1. 非常同意 strongly agreed
2. 同意 agreed
3. 無意見 no comment
4. 不同意 disagreed
5. 非常不同意 strongly disagreed

H. 您不喜歡百貨公司周年慶，因為人潮擁擠。You do not like to go to department stores' annual sales because of crowdedness.

1. 非常同意 strongly agreed
2. 同意 agreed
3. 無意見 no comment

4. 不同意 disagreed
5. 非常不同意 strongly disagreed

I. 您不喜歡百貨公司周年慶，因為交通擁擠。You do not like to go to department stores' annual sales due to bad traffic.

1. 非常同意 strongly agreed
2. 同意 agreed
3. 無意見 no comment
4. 不同意 disagreed
5. 非常不同意 strongly disagreed

IV. 請問您是否願意接受訪問？(如您願意請留下姓名/手機/臉書連結) Would you like to be interviewed to help me collect more detailed information? (If your answer is yes, please leave your contact information: Name/ Phone Number/ Facebook Name)

1. 是 Yes
2. 否 No, thanks.

