

題目	快閃店對商圈經營影響之研究
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摘要	物聯網之興起及消費者行為模式之改變，熱門商圈的許多實體店面業者，開始面臨無法支撐起店面經營成本之挑戰，導致商圈閒置的店面空間增加。電商品牌、線上購物及實體業者面臨該如何重新修正經營模式，成為商圈面臨生存及競爭力重要的議題。然而線上購物的虛擬環境，始終無法完全取代實體店之購物體驗。本研究採快閃店之導入模式，分析消費者之行為及其對實體商圈帶來人流之影響。本研究設計問卷於臺北市南西商圈發放現場問卷及網路問卷，共回收 183 份現場問卷及 135 份網路問卷，總計 318 份。研究結果發現，快閃店可有效吸引消費者且替商圈帶來人潮，利用快閃店帶來人潮及製造話題性，增加消費者對商圈的好感度。綜合研究數據顯示，快閃店之進駐能為商圈帶來正向的影響。本研究提供快閃店之經營模式及提升商圈繁榮發展之建議。
關鍵字	快閃店、商圈、物聯網、線上購物
Title	Assessment of Pop-Up Store Impacts on Commercial District
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Abstract	The convenience and emerging market of internet of things have changed consumption behavior dramatically. In the physical commercial sector, this change increases the difficulty for physical commerce owners to sustain their operating costs, which aggravates the vacancy rate in the business district. Nevertheless, the homogeneity of products also create keen competition among pop-up store, online shopping and physical store. This study takes the Nanxi business district in Taipei city as the research subject. Data were collected through 183 online questionnaires and 135 physical questionnaires, the total sample size was 318 respondents. The empirical study demonstrates that pop-up stores can effectively affect consumers, attracting a significant flow of consumers and increasing business performance. Moreover, this study provides a framework for managing pop-up store and closes with a discussion of the theoretical and practical implications of the research findings.
Keyword	Pop-up Store, Business District, Internet of Things, Online Shopping