

連鎖藥局之服務創新對消費阻礙與購買意願之研究

The Research of the Service Innovation of Pharmacy Chains for Consumption Constraints and Purchase Intentions

企業管理學報

第108期(105年03月)

頁 65-80

李育憶*

Yu-I Lee

* 遠東科技大學行銷與流通管理系助理教授
Assistant Professor, Department of Marketing Logistics Management, Far East University.

摘要

台灣自從實施醫藥分類之後，整個藥品產業開始有了重大變化，加上藥品進口市場的自由化與消費者行為的改變，為了因應消費者的需求與保持企業競爭力，傳統藥局開始進行創新的經營型態，且漸漸轉型為大型量販之連鎖藥局，販售的藥品種類也涵蓋多元之選擇。由於藥品市場中充滿資訊不對稱，因此在消費者的心理會產生消費阻礙，而消費阻礙則會影響消費者之購買意願。所以本研究以消費阻礙、購買意願、服務創新為研究變項，探討連鎖藥局經營業者增加服務創新之後，是否會提升購買意願。研究結果顯示，消費阻礙確實會降低消費者的購買意願，但只要加入服務創新之後，就能降低消費阻礙且提高消費者的購買意願。

關鍵字：消費阻礙、購買意願、服務創新

ABSTRACT

Taiwan's pharmaceutical industry has changed significantly after the implementation of medicine classification, the liberalization of pharmaceutical importing market and the changes of consumer behavior. In response to consumer demands and keeping competitive strength, the traditional pharmacies started innovative business patterns. They gradually transform into the large hypermarket chain of pharmacies, and cover more diverse medicines. Because of the high level of informational asymmetry in the pharmaceutical market, consumers are faced with consumption constraints, and are more hesitant when purchasing pharmaceuticals.

Therefore, in this study, we use consumption constraints, purchasing intentions, and service innovation as key variables to examine whether the purchase intentions would increase after the service innovation. The results show that consumption constraints do reduce consumers' purchase intentions. However, the inclusion of service innovative reduces consumption constraints and improves the consumers' willingness to purchase.

Keywords: Consumption constraints, Purchase intentions, Service innovation