

Introduction

消費者對

COSTCO

的消費行為之研究



Wholesale stores are a type of business that focuses on selling products in large quantities. Besides offering food and daily necessities, they also sell electronics, 3C products (like computers, communication, and consumer electronics), brand-name items, and more. As times have changed, these stores have become more common and can be found almost everywhere. Many people like to buy everything they need in one trip, which makes wholesale stores a popular choice for shopping. To reduce costs, Costco uses a special membership system. Even though customers have to pay about NT\$1,200 each year to be a member, many still love shopping there. That's because Costco offers low prices, good quality products, and great customer service. Shoppers feel that the money they spend is really worth it. This study focuses on understanding why people choose to shop at Costco. It looks at what makes customers satisfied and offers marketing suggestions for how Costco can improve even more.

Research content

1. Costco's Marketing Strategies
2. Comparison Between Costco and Local Wholesale Stores
3. SWOT Analysis (Strengths, Weaknesses, Opportunities, and Threats)
4. Survey and Data Analysis
5. Research Conclusion and Suggestions

