

朝陽商管評論

Chaoyang Business and Management Review

2022年 6月

第十九卷 · 第一期

陳列展示差很大！感官與購買意圖間之研究

李冠穎、沈柏瑞 1

消費者對保單健檢行為意圖之研究

黃文星、陳志宏、李承真 17

連鎖與非連鎖咖啡店品牌之消費者行為差異研究

葉智丞、唐明曦、葉慧君 37



Chaoyang Business and Management Review

Jun, 2022

Volume 19, No. 1

Differences across Display ! The Relationship among Experience and Purchase Intention

Kuan-Yin Lee , Prasana Kumar Samanta 1

The Study on Consumers' Behavior Intentions toward the Integrated Policy Analysis of the Insurance

Wen-Shin Huang , Chih-Hung Chen , Cheng-Chen Lee 17

Research on Differences of Consumer Behavior between Chain and Non-chain Coffee Shops

Chih-Cheng Yeh , Ming-Hsi Tang , Hui-Chun Yeh 37

