

# Sample Translation

## Psychology

- See below for the original Chinese manuscript.
- **A native-speaker of English who has studied this field** proofreads the translated English.
- The quality of the translated manuscript is suitable for publication in an international journal.

### **A preliminary study of the relationship between shoppers' traits and choice of route in Taiwanese urban street shopping areas**

#### **I. Aims and Objectives**

Because of the lack of space for outdoor activities and given the nature of consumer habits in Taiwan, shopping is one of the locals' main forms of leisure activity, and street-based shopping areas are one of the main places that shoppers visit in cities. Hence, discussing the planning and environment of urban street shopping areas is an important part of the mapping out of Taiwan's shopping environments. The planning of space and traffic patterns in business street areas is an important part of the planning of shopping environments because shoppers' characteristic patterns of movement are closely relevant to the survival of businesses (Borgers and Timmermans, 1986). For this reason, understanding the characteristics of shoppers' choice of route will help provide recommendations for businesses in regard to selection of locations and shopping districts. Two questions of great interest are: What are the behavioral properties of shopper movements? What factors impact on shoppers' choice of route?

In their research on the relationship between route choice and shopping environments, Chebat et al. (2005:1591) concluded that wayfinding is an important factor in shoppers' reactions to the shopping environment and shopping behavior. According to Cavanaugh, when shoppers lose their bearing, the consumer's psychological cost rises and the desire to purchase lowers; this is one of the main reasons for stagnation of business in shopping centers. Passini (1996:319) has found that losing one's bearing causes an unpleasant effect on experience, and impacts on people's impressions of the environment as a whole. He also considers that wayfinding is the most frustrating aspect of the shopping process, and has a negative influence on the ability to find merchandise while shopping. Dogu and Erkip (2000) have found that when tourists visit a new location, especially when language issues make it hard to ask for directions, wayfinding difficulties lead to the feeling that the environment is unsafe and unfriendly. This impacts on their overall impression of a location and

hence, wayfinding is a core factor that influences consumers' movement decisions. Hence, in a study of the planning of shopping area spatial traffic patterns, wayfinding is an important topic.

However, few foreign studies have been conducted on this topic, with only Titus and Everett (1996) having compared the different wayfinding strategies used by shoppers with different purchasing goals. According to the study results, utilitarian shoppers and hedonistic shoppers use different wayfinding strategies. Dogu and Erkip (2000) measured shopper wayfinding issues in the shopping environment and discovered that despite shoppers' understanding of the layout of a shopping center, they still need systematic assistance when it comes to finding the way to an activity point that is not in plain view. Chebat and Therrien (2005) used factor analysis and variable factor analysis to discover that male shoppers prefer more than female shoppers to use landmarks as references, rather than asking people for directions. Also, shoppers familiar with the location are less likely than those unfamiliar with the location to use a map or to ask people for directions, and on the way back from the target location, men are less likely to select the same route. In addition, shoppers familiar with the location are less likely than those unfamiliar with the location to use the same route. Shoppers with a higher hedonistic rating are less likely to use landmarks during wayfinding. However, gender and familiarity with the location do not appear to influence either the sources or the processing of information.

Due to the lack of studies of shopper traits and choice of route, both in Taiwan and abroad, this study examines data about the differences between the wayfinding strategies and route choice principles of different shoppers (differing in gender, age, and sense of direction) in different street shopping areas in order to offer a preliminary study of this topic. With regard to research content and methods, this study analyzes and categorizes factors according to shopper traits (sense of direction), cognitive understanding of environment (environmental recognition), ease of wayfinding, attractiveness of area environment) in the street shopping area, and measures strategic principles (wayfinding strategies, route choice principles). For measurement, a Likert scale was used in the questionnaire and an analysis of differences was used to reach a preliminary understanding of the various characteristics of the wayfinding strategies and route choice principles of shoppers in different street shopping areas and with different traits.

## **II. Summary of Study Areas**

Due to limitations of labor and time, this study was restricted to the research locations of Taipei's Simen street shopping area, Shihlin street shopping area and Taoyuan street shopping area. The Simen street shopping area is located in the west area of Taipei city, a main transfer hub for commuters and shoppers (Jhonghua Street N. S. Station): an MRT station is located in this area (MRT Simen Station) as well as many bus routes. As a busy hub joining many forms of transportation from many different areas, this street shopping area is a popular venue for teenagers to exchange news, to meet and engage in activities, and many businesses flourish along the streets (Wang Pei Ci, 2000:58). The activity points in this street shopping area each have their own unique characteristics and there is a substantial

business space configuration, with little interference by passing vehicles (car and scooter traffic is limited to certain hours). The Shihlin street shopping area, located beside Jhongshan N. Road and close to convenient transportation at MRT Jiantan Station, possesses unique local characteristics. This street shopping area has a clear linear axial development formation with flourishing business and leisure activities. The Shihlin Tourism Nightmarket is in this area and, due to busy business activities at night, this area meets the requirements of an appropriate research location for this study. The Taoyuan street shopping area is in front of the Taoyuan City Train Station, and is a street shopping area developed according Taiwan's classic pattern of urban business growth around a train station. The street shopping area extends from Jhongjheng Street in front of Taoyuan Train Station in linear axial form, while the main activity area begins at the Far Eastern Department Store, IDÉE Fashion Store, and connects to Tonlin Department Store on Jhongjheng Street, with many businesses gathered along Jhongjheng street. For the above reasons this study selected the Simen street shopping area, Shihlin street shopping area and Taoyuan street shopping area as research locations.

## 台湾都市街廓商圈逛街者特性（性格？）与路径选择关系之初探

### 一、目标及目的

台湾地区由于户外活动空间不足与社会消费习性等多重影响,使得逛街活动成为当地人主要休闲活动之一。而都市街廓商家形成的商圈,则是许多本地逛街者逛街的主要场所;因此,探讨街廓购物环境的规划设计,实为台湾地区购物环境规划中重要的一部分。而街廓型商圈空间的动线规划,则是属于购物环境规划中重要的一部分。由于逛街者逛街的移动特性,与商家的生存能力具有高度的相关性(Borgers 与 Timmermans,1986),因此,了解逛街者行为中的路径选择特性,将有助于提供商家在地区选择与购物空间区划的建议。然而,逛街者移动时,会产生什么样的行为特性?他们在逛街移动的路径选择上,又会受到哪些因素的影响,则是一个有趣的课题。

在学者归纳探讨逛选路径与购物环境间关系的研究中,发现找路(wayfinding)是一项影响逛街者对购物环境观感与购物行为的重要因素。Chebat 等人(2005: 1591)引述 Cavanaugh 的看法,提出逛街者找不到路而造成心理成本提高,以致购买意愿降低,是造成购物中心停滞的主要原因之一; Passini(1996:319)认为,迷路的经验会造成不愉快,因此会影响人们对整体环境的观感。她/他同时也认为,找路是在购物过程中最恼人的事情之一,它会负面影响购物过程中搜寻商品的可能性; Dogu 与 Erkip(2000)则提出,当观光客造访一个新地点时,尤其当语言不通导致询问不易时、找路困难会导致其产生对环境不安全与不友善的主观体验,进而影响其对一个地点的整体印象。此外,他们认为找路是影响消费者移动决策的核心因素。因此,在探讨购物空间动线规划与设计时,找路应当成为被探讨的重要课题之一。

但国外专门探讨此类议题的研究并不多, 仅有 Titus 与 Everett(1996)比较不同购物目的的

购物者，在找路策略上的差异。他们结果发现，实用型购物者与享乐型购物者，在找路策略的选用上有不同的表现；Dogu 与 Erkip(2000)测试购物环境中购物者的找路问题后发现，购物者在找路时即使了解购物中心的配置，在实际要找寻某些视线不可及的活动地点时，仍需要标示系统的协助；Chebat, Chebat 与 Therrien(2005)运用因子分析与单因子变异数分析，发现对于不同性别的购物者，男性较女性显著地偏好参考地标而较少向人问路，熟悉者比不熟悉者在找路时则较少使用地图与问人，而在回程路线上，男性相对女性而言，不常选择原来的路径行走，熟悉较不熟悉者在回程时，则比较不会走原来的路；购物的享乐主义分数越高者，在找路的过程中越少使用地标；而在信息来源的发现与过程上，性别与熟悉度没有显著的交互影响。

由于过去国内外文献欠缺对于逛街者特性与路径选择的探讨，本研究将以实证调查的方式，探讨不同特性之逛街者(如性别、年龄、方向感等)在不同街廓商圈逛街时，其在环境辨识、找路策略与路径选择原则上是否有所不同，希望对于此议题进行初步探讨。在研究内容与方法上，本研究将以因素分析分别就逛街者特性(方向感)与其在商圈内之环境认知结果(环境辨识、找路判断容易度、地区环境吸引)，和决策原则(找路策略、路径选择原则)进行测量，在测量方面，本研究则以李克特七尺度(Likert scale)作为问卷测量方式，之后并以差异检定方式，以初步了解不同商圈与特性之逛街者在找路策略、路径选择原则上之特性。

## 二、研究地区概述

由于人力与时间的限制，本研究选定台北市西门商圈、士林商圈与桃园站前商圈为实证地点。其中西门商圈位属于台北市西区主要交通和消费购物转乘的枢纽(中华路南北站)，区内有捷运站(捷运西门站)与多线公交车路线，联外交通运输发达，本商圈是提供青少年流行信息传递和活动聚集的场所，沿街商业活动丰富(王珮琪，2000:58)。商圈内活动地点各有特色、有具规模之商业空间网络(space configuration)、区内受汽机车穿越的干扰较小(汽机车通行时段划分)；士林商圈是台北市具地区性特色的活动商圈之一，其位于中山北路旁并邻近剑潭捷运站，交通便利，商圈商业与休闲活动活络、商家分布网络为明显之线性轴线往外围发展型态。区内另有士林观光夜市，在夜间时段商业活动鼎盛，适合本研究的实证场域要求。桃园站前商圈位于桃园市火车站前，是台湾都市典型依火车站外围发展形成之商圈，此商圈之发展沿桃园车站前之中正路为主轴呈线状发展。商圈内主要活动范围为沿火车站前之远东百货、衣蝶百货，连结中正路上的统领百货。商圈店家多集中于中正路沿线；因此，本研究分别选定西门商圈、士林商圈与桃园站前商圈为本研究之实证地点。