

# 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 ~~route-choice~~ choice of route in Taiwanese urban ~~street~~ shopping ~~street~~ areas**

#### **I. ~~Origin~~ 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 leisurely activity, **and** ~~so~~. ~~The shopping street-based shopping areas formed in cities~~ are one of the main places **that** shoppers visit **in cities**. ~~H~~ence, discussing the planning and environment of urban **street** shopping ~~street~~ areas is an important part of the mapping out of Taiwan's shopping environments. The **planning of** space and traffic patterns ~~planning in~~ of business street areas ~~are~~ **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' ~~route-choice~~ **choice of route** will help provide recommendations for businesses ~~to~~ **in regard to** selection of locations and shopping districts. **Two questions of great interest are:** What are the behavioral properties of shopper movements? ~~Another interesting question~~ **W**is: what factors impact **on** shoppers' ~~route-choice~~ **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** ~~s~~, ~~and~~ is one of the main reasons ~~that causes~~ **for stagnation of** business ~~stagnancy~~ in shopping centers. Passini (1996:319) ~~believes~~ **has found** that losing one's bearing causes **an** unpleasant **effect on experience**, **and** ~~ness and~~ impacts **on** people's impressions of the ~~entire~~ environment **as a whole**. He also ~~believes~~ **considers** that wayfinding is the most frustrating aspect of the shopping process, and ~~it~~ **has a** negative

influences on the ~~possibility~~ **ability to** ~~of finding~~ merchandise while shopping. Dogu and Erkip (2000) ~~mentioned~~ **have found** that when tourists visit a new location, especially when language issues make it hard to ask for directions, wayfinding difficulties lead to their feeling that the environment is unsafe and unfriendly. ~~This~~ ~~which~~ **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** ~~ing~~ shopping area spatial traffic patterns ~~planning~~, wayfinding is an important topic.

However, few foreign studies have been conducted on this topic, with only Titus and Everett (1996) **having compared** ~~ing~~ 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**, ~~and~~ 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. ~~H~~, however, gender and familiarity with the location do not ~~display apparent~~ **appear to** influences ~~either on~~ the sources ~~or the~~ ~~and~~ processing of information.

Due to ~~a~~ ~~the~~ ~~lack~~ ~~in~~ ~~of~~ studies **of shopper traits and choice of route**, both in Taiwan and abroad ~~on shopper traits and route choice~~, this study ~~uses~~ ~~examination~~ ~~of~~ ~~experimental~~ ~~evidence~~ ~~to~~ ~~data~~ **about** ~~study~~ the differences between the wayfinding strategies and route choice principles of different shoppers (differing in gender, age, and sense of direction) in different ~~shopping street~~ **street shopping** areas **in order to offer**. ~~This study hopes to do a~~ preliminary study ~~of~~ ~~in~~ this topic. With regards to research content and methods, this study ~~will~~ ~~analyzes~~ and ~~categorizes~~ factors according to shopper traits (sense of direction), **cognitive** ~~and their~~ understanding of environment (**environmental recognition**), ~~ognition~~ (~~environment cognition~~, ease of wayfinding, ~~attraction of area~~ **attractiveness of area** environment) in the ~~shopping street~~ **street shopping** area, and ~~measures~~ ~~ing~~ strategic principles (wayfinding strategies, route choice principles). ~~In terms of~~ **For** ~~measurement~~ ~~ing~~, ~~a~~ ~~the~~ Likert scale ~~was~~ used in the questionnaire and **an** analysis of differences ~~was~~ used to reach a preliminary understanding of **the** various characteristics ~~in~~ ~~of~~ the wayfinding strategies and route choice principles of shoppers in different ~~shopping street~~ **street shopping** areas and with different traits.

## II. Summary of Study Areas

Due to ~~the~~ ~~limitations~~ of labor and time, this study ~~chooses~~ ~~was~~ **restricted to the research locations** of Taipei's Simen ~~shopping street~~ **street shopping** area, Shihlin ~~shopping street~~ **street**

shopping area and Taoyuan shopping street shopping area as experiment locations. The Simen shopping street shopping area is located in the west area of Taipei city, a main transfer ring-hub for commuters and shoppers (Jhonghua Street N. S. Station): and 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 leading to many different areas, this shopping street shopping area is a popular venue for teenagers to exchange current information news, to and meet and engage in activities, and many businesses flourish along the streets many businesses flourish (Wang Pei Ci, 2000:58). The activity points in this shopping street shopping area each have their own unique characteristics and, there is a substantial business space configuration, with little few interferences by passing vehicles (passing through of cars and scooter traffic is are limited to certain hours). The Shihlin shopping street shopping area possesses unique local characteristics, and is located beside Jhongshan N. Road and close to convenient transportation the at MRT Jiantan Station, n with convenient transportation possesses unique local characteristics. This shopping 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 the busy business activities at night, this area meets the requirements of experiment an appropriate research locations for this study. The Taoyuan shopping street shopping area is in front of the Taoyuan City Train Station, and is a shopping street shopping area developed from according Taiwan's classic pattern of urban business growth around a train station. The shopping street shopping area extends from Jhongheng Street in front of Taoyuan Train Station in linear axial form, and while the main activity area begins from at the Far Eastern Department Store, IDÉE Fashion Store, and connects to Tonlin Department Store on Jhongheng Street, with many businesses gathered along Jhongheng street. For the above reasons this study selected the Simen shopping street shopping area, Shihlin shopping street shopping area and Taoyuan shopping street shopping area as experiment research locations.

## 台灣都市街廓商圈逛街者特性與路徑選擇關係之初探

### 一、緣起與目的

台灣地區由於戶外活動空間不足與社會消費習性等多重影響，使得逛街活動成為在地人主要休閒活動之一。而都市街廓商家形成的商圈，則是許多本地逛街者逛選的主要場所；因此，探討街廓型態購物環境的規劃設計，實為台灣地區購物環境規劃中重要的一部分。而街廓型商

圈空間的動線規劃，則是屬於購物環境規劃中重要的一部分。由於逛街者逛選的移動特性，與商家的生存能力具有高度相關性(Borgers 與 Timmermans,1986)，因此，了解逛街者行為中的路徑選擇特性，將有助於提供商家在區位選擇與購物空間區劃的建議。然而，逛街者移動時，會產生什麼樣的行為特性？其在逛選移動的路徑選擇上，又會受到那些因素的影響，則是一個有趣的課題。

然而，研究者歸納探討逛選路徑與購物環境間關係的研究後，發現找路(wayfinding)為影響逛街者對購物環境觀感與購物行為的重要因素，Chebat 等人(2005：1591)引述 Cavanaugh 的看法，說明逛街者找不到路而造成心理成本提高，以致購買意願降低，是造成購物中心停滯的主要原因之一；Passini(1996:319)認為，迷路的經驗會造成不愉快，進而影響人們對整體環境的觀感。其並認為，找路是在購物過程中最惱人的面向之一，它會負面影響購物過程中搜尋商品的可能性；Dogu 與 Erkip(2000)則提及，當觀光客造訪一個新地點時，尤其當語言不通導致詢問不易時、找路困難會導致其感到對環境的不安全與不友善，進而影響其對一個地點的整體印象，其並認為找路是影響消費者移動決策的核心因素。因此，在探討購物空間動線規劃與設計時，找路應為應探討的重要課題之一。

但國外專門探討此類議題的研究並不多，僅有 Titus 與 Everett(1996)比較不同購物目的的購物者，在找路策略上的差異，結果發現，實用型購物者與享樂型購物者，在找路策略的選用上不同；Dogu 與 Erkip(2000)測試購物環境中購物者的找路問題後發現，購物者在找路時即使瞭解購物中心的配置，但在實際要找尋某些視線不可及的活動地點時，仍需要標示系統的協助；Chebat, Chebat 與 Therrien(2005)運用因子分析與單因子變異數分析，發現在不同性別的購

物者，男性較女性顯著地偏好參考地標而較少向人問路，熟悉者比不熟悉者在找路時較少使用地圖與問人，而在回程路程上，男性較女性不常選擇原來的路徑行走，熟悉較不熟悉者在回程時較不會走原來的路；購物的享樂主義分數越高者，在找路的過程中越少使用地標；而在資訊來源的發現與過程上，性別與熟悉度沒有顯著的交互影響。

由於過去國內外文獻欠缺對於逛街者特性與路徑選擇特性之探討，因此，本研究期以實證調查的方式，探討不同特性之逛街者(如性別、年齡、方向感等)在不同街廓商圈逛街時，其在環境辨識、找路策略與路徑選擇原則上各是否有所不同？希望對於此議題進行初步探討。在研究內容與方法上，本研究擬以因素分析分別就逛街者特性(方向感)與其在商圈內之環境認知結果(環境辨識、找路判斷容易度、地區環境吸引)，以及決策原則(找路策略、路徑選擇原則)進行測量，在測量方面，則以李克特七尺度(Likert scale)作為問卷測量方式，之後並以差異檢定之方式，以初步瞭解不同商圈與特性之逛街者在找路策略、路徑選擇原則上之特性。

## 二、研究地區概述

由於人力與時間的限制，本研究選定台北市西門商圈、士林商圈與桃園站前商圈為實証地點；其中西門商圈位屬於台北市西區主要通勤和消費購物轉乘的樞紐(中華路南北站)，區內有捷運站(捷運西門站)與多線公車路線，聯外交通運輸發達，本商圈為提供青少年流行資訊傳遞和活動聚集之場所，沿街商業活動活絡(王嫻琪，2000:58)。商圈內活動地點各有特色、有具規模之商業空間網絡(space configuration)、區內受汽機車穿越之干擾較小(汽機車通行時段劃分)；士林商圈是台北市具地區性特色的活動商圈之一，其位於中山北路旁並鄰近劍潭捷運站，交通便利，商圈商業與休閒活動活絡、商家分布網絡為明顯之線性軸線往週邊發展型態，區內另有

士林觀光夜市，於夜間時段商業活動鼎盛，適合本研究的實證場域要求。桃園站前商圈位於桃園市火車站前，為台灣都市典型依火車站週邊發展成之商圈，商圈之發展沿桃園車站前之中正路為主軸呈線狀發展，商圈內主要之活動範圍為沿火車站前之遠東百貨、衣蝶百貨，連結中正路上之統領百貨，商圈店家多集中於中正路沿線；因此，本研究分別選定西門商圈、士林商圈與桃園站前商圈為本研究之實證地點。