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Abstract
The development of consumers' market in Taiwan gradually moves into maturity, it is the pluralism that consumers" demand makes even more thereupon also. In order to change in conformity with consumers" demand, manufacturers weed out the old and bring forth the new constantly, the ones that to cater to consumer's demand are changeable, and the ECR can combine the mutual trust while swimming from head to foot and cooperate together, giving to a supplier effectively for customer's demand, arising customer"s value, in addition, category management carries out the demand management of ECR hardly; therefore, makes consumers easy to buy the wanted goods.

On the other hand, when retailers face various goods, they hope to make proper goods administrative decision by grasping consumer's demand, utilizing the shelf management to find out better attitude of goods displaying type, for helping consumers" shopping decision.

At the practice, in the way of displaying of items about shelf, the retailers mostly utilize personal experience and historical data (POS) of products to make subjective decision, there is not its criterion that will certainly be accorded with. If utilize shelf management this limited resource well, producing better plans for item display, it not only contribute to consumers" purchasing decision but also can achieve the retailer"s wanted.

The main purpose of this research is to probe into the shelf position of goods has influence to consumer"s attention? Or under the pressure in time, does the position where the goods display influence consumer"s attention? And, difference of consumer's standing angle influences to consumer"s attention or not?

About experimental design, this research uses eyes to work up the appearance, sample to collect 36 to analyze effectively by the persons who examine materials through being simple and convenient. After watching some goods left attentively and displaying in the area and classifying and gathering together whole in accordance with 28128, utilizing One-way ANOVA, Hotelling"s T-square and MANOVA analysis while changing over to SPSS 10.0. After that, ten goods of area display position are found out, and various consumers' vision angle also makes difference of having attention of persons who examine to make finally. However, no differences are shown from persons who examine the change and time pressure that goods display.
Advisory Committee Sheng-Hsiung Chuang - advisor

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