

# 免稅店化妝品銷售員專業能力之探討

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## 摘要

以機場免稅店化妝品銷售人員觀點來探討其應具備之能力。以質性研究，以半結構訪談方式，共訪談 6 機場免稅店化妝品銷售人員，透過深度訪談收集資料，將錄音內容轉成文字稿，並以內容分析法加以分析、歸納。結果顯示，其專業能力共歸納分「知識」與「技能」與「態度」三大部分。「知識」包含六個構面與二十九個準則，「技能」包含三個構面與一十六個準則，「態度」包含五個構面與二十八個準則。

關鍵字：質性研究、免稅店、化妝品、專業能力

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# **The Research of Professional Competence of Cosmetic Sales Working in Duty Free Shop**

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## **Abstract**

This study investigated the competencies that cosmetics salespersons should possess from the perspective of cosmetics salespersons working in airport duty-free shop. Based on a qualitative research approach, semi-structured interviews were conducted. A total of 6 salespersons working in airport duty-free shop were interviewed. The recorded interview data were transcribed into text and analyzed using content analysis. The results exhibit that the competencies that cosmetics salespersons working in airport duty-free shop should possess could be divided into three main categories, including “knowledge”, “techniques” and “attitude”. “Knowledge” include 6 dimensions and 29 factors; “techniques” include 3 dimensions and 16 factors; and “attitude” include 5 dimensions and 28 factors.

Keywords: Qualitative Research, Duty-Free Shop, Cosmetic, Professional Competence