

A Study of Impact on Entertaining Shopping Experience, Customer Perceived Value and Satisfaction in Shopping Malls on C

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ABSTRACT

The study describes whether consumers' entertaining shopping experience will affect their customer perceived value or not in shopping malls; consumers' customer perceived value will affect their satisfaction or not in shopping malls; consumers' satisfaction will affect customer retention or not in shopping malls. The study aims to help shopping malls to understand how to decrease entertaining shopping experience, customer perceived value and satisfaction's negative effects from customer retention. The study uses quantitative methods to conduct the data analysis. A random sampling in Taiwan and China had been done for the study by way of distributing questionnaires to shopping malls' consumers in both places. The total questionnaire distributed was 500, and out of it 475 valid questionnaires were returned (95%); the study uses AMOS structural Equation Modeling to test the hypothesis. The results indicated that consumers' entertaining shopping experience will affect their customer perceived value in Taiwan and China; consumers' customer perceived value will affect their satisfaction in Taiwan but not in China; consumers' satisfaction will affect customer retention in Taiwan and China.

Keywords : Entertaining Shopping Experience、Customer Perceived Value、Satisfaction、Customer Retention

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