

A Study on the Relationships among Store Atmosphere, Emotional Experience and Behavior Intention - A Case Study on...

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ABSTRACT

The present study addresses this issue by the Relationships among Store Atmosphere, Emotional Experience and Behavior Intention, and furthermore to examine the mediating effect that Emotional Experience had on Store Atmosphere and Behavior Intention. The sample of the study majorly consisted of those who were really in one of the bookstores in Taichung Area. The survey was conducted mostly by applying Convenience Sampling. Totally 400 questionnaires were distributed and 381 of those returned were valid. Statistic measures like the Exploratory Factor Analysis, One-Way ANOVA Analysis, Pearson Product-moment Correlation, and Regression Analysis were employed and the data were analyzed mostly by utilizing the SPSS 12.0 Chinese version for Windows to investigate the various types of store image with the consumers of Eslite Bookstore and the varieties of life style and behavior of the consumers. The findings from the study are as follows. First, there were distinct differences in Store Atmosphere among consumers of different socioeconomic background and consumer characteristic. Second, there were distinct differences in Emotional Experience among consumers of different socioeconomic background and consumer characteristic. Third, there were distinct differences in Behavior Intention among consumers of different socioeconomic background and consumer characteristic. Fourth, in regard to Store Atmosphere, significant differences were detected in light of Emotional Experience. Fifth, in regard to Store Atmosphere, significant differences were detected in light of Behavior Intention. Sixth, in regard to Store Atmosphere, significant differences were detected in light of Behavior Intention. Seventh, Emotional Experience has a significant mediating effect on Store Atmosphere and Behavior Intention. Implications and limitations based on the main findings were proposed for Elite Bookstore and correspondingly chain-oriented bookstores to carefully plan the exhibition, heartily design the space, and thoughtfully manage their business.

Keywords : Eslite Bookstore、store atmosphere、emotional experience、behavior intention

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