

兩岸大型購物中心娛樂性購物體驗對購買意圖影響之研究

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摘要

購物中心為台灣的一種新零售型態，隨著競爭愈趨激烈，吸引消費者的競爭優勢更需突顯出來，經營者若能給予消費者所追求的娛樂性購物體驗，使得消費者對於購物體驗產生良好的價值評斷，勢必能增加獲利的可能。是故，本研究擬以購物中心消費者為研究對象，探討娛樂性購物體驗是否會透過知覺價值而產生購買意圖。研究採便利抽樣，於上海與台灣共八家購物中心門口以問卷方式進行調查，合計取得370份有效樣本，有效回收率82%，以迴歸分析檢驗研究假設之關係。經試驗後發現：1. 知覺價值為娛樂性購物體驗和購買意圖間之中介變項。2. 研究再次驗證知覺價值與購買意圖間的關係於購物體驗的背景下亦是成立的。最後，依據上述發現提出理論與行銷實務上之意涵。

關鍵詞：購物中心；娛樂性購物體驗；知覺價值；購買意圖

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