

# A Study of the Impact of Entertaining Shopping Experience in Shopping Malls on Purchase Intention in Taiwan and China

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## ABSTRACT

Shopping mall is a new type of retail context in Taiwan. Because the competition is being heavily, managers must try their best to show their competitive advantages. If they can provide the entertaining shopping experience which consumers hunger for and let consumers have positive judgments, they will get much more possible of making a profit. In order to realize the phenomenon, this study took shoppers of shopping mall as the study object, and tried to confer whether consumers will have purchase intention through perceived value by those entertaining shopping experiences. This study was proceeded by convenience sampling, and investigated by questionnaire in eight shopping malls in Shanghai and Taiwan, and obtained 370 responses as a validation sample, and the effective response rate was 82%; by regression analyses, we got the following results: 1. Perceived value mediates the relationship between entertaining shopping experience and purchase intention. 2. This study once again confirmed that the relationship between perceived value and purchase intention in shopping experience context is also supported. Finally, we put forward concrete theories and marketing actual situation by the basis which is above-mentioned.

Keywords : shopping mall ; entertaining shopping experience ; perceived value ; purchase intention

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