

探討商店形象對消費者知覺價值與行為意圖之影響：以創意生活產業為例

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摘要

論文名稱：探討商店形象對消費者知覺價值與行為意圖之影響 - 以創意生活產業為例 校(院)所組別：大葉大學管理學院事業經營研究所碩士班 畢業時間及提要別：九十六學年度第二學期碩士學位論文提要 研究生：徐凱輝 指導教授：羅雁紅 論文提要內容：文化創意產業發展近年來已受到各國政府及民間的重視，目的?促進傳統產業轉型，然而產業該如何永續經營，目前商家都透過創意的方式來經營，因此可以蘇錦夥(2004)提到的場所、產品、服務、活動之創意表現做努力，故本研究以這4種創意作為商店形象之衡量。Babin, Darden, and Griffin (1994)指出商店氣氛會提高知覺價值，進而影響購買決策，故本研究將探討商店形象是否會提高消費者的知覺價值與行為意圖，研究範圍為經濟部(2007)評選的74家創意生活產業，以6大體驗為選取個案之依據，採問卷調查法對個案中有實際體驗的消費者進行調查，共發放360份，平均每種體驗回收60份，利用SPSS及AMOS進行假設驗證。研究結果發現：1. 商店形象對消費者知覺價值及正面行為意圖皆有正向之影響，對負面行為意圖有負向之影響。2. 消費者知覺價值越高對正面行為意圖有正向之影響，對負面行為意圖有負向之影響。3. 四種創意中，場所創意對口碑宣傳的貢獻最大；服務創意對再購意圖及抱怨行為的影響皆為最大。最後，藉由研究結果與發現，提出學術與實務上的建議，並提供業界經營之參考。關鍵字：商店形象(store image)，知覺價值(perceived value)，行為意圖(behavioral intention)，創意生活產業(creative life industries)

關鍵詞：商店形象;知覺價值;行為意圖;創意生活產業

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