

The Influence of Store Image on Consumer's Perceived Value and Behavioral Intention - The Case of Creative Life Industries

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ABSTRACT

The Influence of Store Image on Consumer's Perceived Value and Behavioral Intention - The Case of Creative Life Industries
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ABSTRACT Recently more attention has been paid by many countries and civilians on the cul-tural creativity industry so as to promote the transformation of conventional industries. However, for perpetual operation of industries, at present all stores operate on a creative basis, therefore creativity-related efforts may be made in the four aspects mentioned by Su Jinqiu (2004) including location, product, service, and activity. And this study uses these four aspects as the measurement targets for the image of stores. Babin, Darden, and Griffin (1994) said that store atmosphere will increase the perceived value and have an impact on the storepeing decision, so this study will discuss whether the store image will increase the consumer perceived value and behavioral intention. Seventy-four crea-tive life industries awarded by the Ministry of Economic Affairs, R.O.C. in 2007 are covered in this study, and cases are selected based on six sorts of experience. Question-naires are used for the consumers with actual experiences in the cases. There are 360 questionnaires, and 60 ones are collected for each experience averagely. SPSS and AMOS are utilized for hypothesis testing. Research results show that: 1. The store image has a positive impact on the consumer perceived value and positive behavioral intention. 2. When the consumer perceived value is higher, there is a positive impact on positive behavioral intention and a negative impact on negative behavioral intention. 3. In four aspects of creativity, location-based creativity makes the greatest contributions to the word of mouth publicity; service-based creativity has a largest impact on the intention of repeat purchase and complaint behaviors. Finally in virtue of the results and the findings of the study, suggestions on science and practices are put forward for reference of operation in the industry. Key Words: store image, perceived value, behavioral intention, creative life indus-tries

Keywords : store image ; perceived value ; behavioral intention ; creative life industries

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