

# The Relationship between Store Image and Customer Shopping Behavior at the Sport Shop of Department Stores in Taichung..

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## ABSTRACT

The main purpose of this study is to investigate the purchasing behavior of the consumers, life style, and emphasis level of store image and satisfaction of store image for sports goods in department stores. Furthermore, the method of survey questionnaire is used as the research object of consumers for sports goods in Taichung City's department stores, and the method of convenience sampling is used to do the sampling. From the 250 questionnaires, of which 91 were effective. The effective received rate was 36.4%. The statistics methods are employed in data analysis to comprehend and the conclusions of the research were summarized as follows: 1. Regarding consumer's life style for sports goods in department stores, the aspect of "life taste" is the most obvious one. "Long for new knowledge" is the next one. Some types such as "Careful and meticulous calculation" and "regular life" are not more obvious. 2. Regarding consumer's emphasis level of store image, "goods selection" has the highest scores. 3. Regarding consumer's satisfaction of store image, "goods selection" has the highest scores. 4. Different average expense amount has obvious differences depending on consumer's "life-taste type" of life style for sports goods in department stores. However, there is no obvious difference in other types of life style. 5. Different average expense amount has obvious differences on consumer's emphasis level of store image on "software and hardware facilities" for sports goods in department stores. However, there is no obvious difference in other emphasis levels on store image's aspect. 6. Different average expense amount has obvious differences on consumer's emphasis level of store image on "goods selection" for sports goods in department stores. However, there is no obvious difference in other emphasis levels on store image's aspect. 7. If the consumers of sports goods in department stores pay more attention to "communication participation", "regular life" and "life taste" on life style, their emphasis level for store image will be higher. 8. If the consumers of sports goods in department stores pay more attention to "long for new knowledge", "life taste" and "urban fashion" on life style, their satisfaction for store image will be higher.

Keywords : department stores ; life style ; purchasing behavior ; satisfaction

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