

An Empirical Study of the Relationship among Store Image, Perceived Value and Purchasing Intention on Drug Store

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ABSTRACT

To aware of the customers' requirements and understand their perceived values, it helps the stores to advance their store images and promote customers' purchasing & back-to-store intentions. Overseas chain drug stores successively come into Taiwan to pursue their stands, thus, it is an important issue for local drug stores to figure out how to make their own competitive advantages better.

The purpose of this study was to investigate the correlations among store images, perceived values and purchasing intentions. Subjects were the consumers who have been to Watson chain drug stores. The analysis of data was carried out by means of AMOS. The results showed that (1) in the direct effects, there were significant positive effects between store images and perceived values; there were significant positive effects between perceived values and purchasing intentions; however, there were no significant positive effects between store image and purchasing intentions. (2) In the indirect effects, with the perceived values for store images, there were significant positive effects to purchasing intentions.

Keywords : store image、 perceived value、 purchasing intention

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