

市中心商圈逛選動機、情緒與反應之關連模式建構-以高雄市新堀江商圈為實證

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摘要

It is more and more important to adopt revitalization policy to strengthen the attraction of the CBD. Nevertheless, consumers' behaviors are complicated; besides, the historical and natural conditions of every CBD are totally different. Before an appropriate policy is provided, the relationship among shopping motivation, shopping emotion and shopping response must be clarified. Four hundred consumers were selected randomly to fill the questionnaire in Shiinkuchan Commercial Zone of Kaohsiung City and the data were adopted for Structural Equation Modeling(SEM). Results show that excitement, which has strong positive effects on duration intention and re-patronage intention, mainly resulted from unusual experiences and excursion intention. Furthermore, excursion intention has positive effects on excitement, duration intention, and re-patronage intention. Therefore, it is important to create shopping excitement and to build luxurious and vital excursion environment by providing various activities and construction.

關鍵字：suburbanization, revitalization policy, shopping motivation, excursion intention, shopping response