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Abstract
In the past 10 years, the convenience chain store is growing and expands continuously. Until the recent years, the density of the convenience chain store is higher than Japan is and becomes the highest in the world. Therefore, the quantity of the convenience chain store is in the saturate situation and the competition within the convenience chain store is fierce. In the past, the key factor for the competition of convenience chain store is the price. However, in this situation, the war of the price only can bring the short-term benefit, and it not only has the lowest benefit for the store but also cause the inappropriate purchasing perspective of the consumer.

Therefore, in this study, it would like to explore the relationship between store image and shopping value, and wants to discuss the consumers' behavior under the various shopping motives to be the moderator. It uses the questionnaire to progress the study, and collect total 383 piece of valid sample.

In the whole model, we find that products' characteristic is the key factor to positively influence shopping value, and the second factor is atmosphere of the store. For the moderated effect, it found that hedonistic motivation is positive moderation on shopping value and store image; utilitarian motivation is negative moderation on shopping value and store image.

Hence, the convenience chain store can improve the shopping value through adding the store image, and has to focus on different marketing strategies for the various shopping motives of consumer. If the marketing strategy is appropriate, it can make customers to have higher shopping value, and then can improve the purchase intentions and repurchase intention and achieve the goal of getting the higher profit.
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