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Abstract
The store makes use of a business a turn a combination, blending cultural special features at the ground, becoming image business district. And image business district is in the different place, the special with its cultural special features has to promote or reduces consumer to purchase consciousness function. The research from the consumer to image business district cultural perception, lay variable in conduct and actions by shopping mood, inquire into the image business district cultural perception how to will influence a consumer behavior.
According to image business district the classification of the alliance statistics, there are totally about 109 forms in whole country be like business' turn, this research difference image business district is four characteristic factors of the cultural perception, distinguish the image business district of different type, select to have six representative's image business' turn as a research object, and carry on a consumer questionnaire on the spot.
The results are as follows: first, the culture perception (transmit, standards, psychological and creativity) of the image business district had a positive influence on shopping mood. Second, the standards and psychological had a positive influence on impulse buying. Third, the transmitted had a negative influence on consumer price sensitivity, but the standards, psychological and creativity had a positive influence on consumer price sensitivity. Fourth, shopping mood the effects between the culture perception and consumer price sensitivity emotion display. Fifth, shopping mood the effects between the culture perception and consumer impulse buying emotion display. Finally, the finding indicates the influent factors of Culture Perception which is used as the foundation of market developing strategies in local culture industry.
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