ABSTRACT
We, consumers, are filled with all kinds of imported goods in the daily lives and influenced deeply by materialism and internationalization. We have the impulsive buying tendency because of the country of image, and the anxiety of pursuing fashion.

In this study, the image of the country of origin as independent variables, impulsive buying tendency as the dependent variable, and fashion anxiety as an intervening variable, to explore the relationship. A total of 350 questionnaires were sent to the respondents. The effective response rate was 71.1%.

The results showed that:
1. There was a significant positive relationship between the country of image and impulsive buying tendency.
2. There was a significant positive relationship between the country of image and fashion anxiety.
3. There was a significant positive relationship between fashion anxiety and impulsive buying tendency.
4. Fashion anxiety does exist as an intervening result between the country of image and impulsive buying tendency.

The study also found that to be discussed and put forward the theory and practice on the meaning, and limitation of the study and future research and recommendations are also been discussed.

Keywords: Country-of-Origin Image, Fashion Anxiety, Impulsive Buying Tendency