A Study on the Relationships among Conformity, Fashion Consciousness and Symbolic Consumption

廖文崇、蔡敦崇

E-mail: 9805406@mail.dyu.edu.tw

ABSTRACT

As the economy develops, people's lives, wealth, beauty and novelty items to follow to create a way of life acts; popular things often by the public and the fanatical pursuit of love, which follow the line just to come together to form the strength of the formed a strong, and such an act in a certain time and context, is considered appropriate by society, and between people imitate each other, become subject to the general public to identify, accept and welcome the idea of a further run, would be symbolic value of the purchase of certain products, to strengthen the self-concept, the significance of symbolic consumption, replacing the consumption of the substance of the original.

In this study, the conformity and symbols of consumption as the background, aims to explore the popular consciousness, the conformity and the intermediary symbols have the effect of consumption.

This study used a questionnaire survey on the implementation of all sectors of the domestic investigation, the effective response rate of 72%. The results showed that conformity to the symbolic act of consumption has a significant positive relationship between the prevalence of awareness of the same symbol also has a significant positive consumer impact, and the popular awareness of the conformity and symbolic part of intermediate consumption effect relationship. In this study, the study found that with the discussion of the meaning of theory and practice, research limitations and suggestions for future research, this study and be explored in this paper.

Keywords : conformity、fashion consciousness、symbolic consumption