

兩岸消費者購買日系品牌服是影響因素之比較研究

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摘要

日系品牌對於消費者向來都是首要之選擇，而對於民生必需品服飾而言，日系品牌給人較細緻、品質保證。而創造良好的品牌形象，讓消費者產生美好的品牌態度，並且重視消費者的情感價值對於服飾業者是重要的經營策略之一。本研究旨在探討兩岸消費者購買日系品牌服飾影響因素之比較研究。本研究主要探討兩岸消費者購買日系品牌服飾時的規範性影響、品牌意識、品牌態度、情感價值對購買意願的影響，主要以兩岸購買過日系品牌服飾之消費者為對象，本研究於台灣及上海地區已發放問卷之方式進行研究，共取得358份問卷，回收率為89.5%，研究結果顯示：首先，兩岸消費者之規範性影響對品牌意識有正向顯著影響，接著，兩岸消費者之品牌意識對品牌態度有正向顯著影響，再來，兩岸消費者之品牌意識對情感價值有正向顯著影響，然後，兩岸消費者之品牌態度對購買意願有正向顯著影響，最後，兩岸消費者之情感價值對購買意願有正向顯著影響。

關鍵詞：規範性影響、品牌意識、品牌態度、情感價值

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