

個人價值觀、情感會計與購買意圖關聯性之探討

謝佳穎、唐啟發

E-mail: 342126@mail.dyu.edu.tw

摘要

根據以往有關奢侈品購買的文獻來看，大多都在探討有關購買奢侈品是為了讓他人印象深刻這方面，對於消費者是否純粹因為個人價值觀的影響而購買奢侈品，這一方面的研究則略嫌不足。這篇研究主要是採問卷調查的方式，以了解消費者在購買奢侈品時所產生的個人價值觀，是否影響消費者購買精品品牌時的購買意願。以往擁有奢侈品的人只占少數，現在擁有的人數比例越來越高，它被大部分的人認為是可以彰顯自己的身分地位或是成功，使得越來越多消費者願意支付高價來購買這些奢侈品。研究結果發現人們在購買奢侈品時，的確會考慮到個人價值觀因素，如本研究中所提到的情感會計、知覺品質價值、衍伸自我與內在一致性，且個人價值觀也會影響消費者在購買奢侈品時的購買意願。

關鍵詞：情感會計

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