

# 從眾行為、品牌形象對女性消費者購買意願影響之研究 = A study on the effect of the conformity and brand image to the purchas

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## 摘要

女性消費者掌控80%的消費決策權，被視為是世界上最具有潛力的消費市場購買主力。本研究旨在探討從眾行為、品牌形象與購買意願三者之間的關係，並探討品牌形象在從眾行為對購買意願關係中所具有之中介效果，並以中部地區有化妝保養品使用經驗的女性消費者為調查對象。另外，並探討不同人口統計變項在從眾行為、品牌形象與購買意願這三個變數及其子構面上的差異。於2011年6月開始發放，9月5日截止問卷回收。一共發出350份問卷，有效回收問卷份數為286份，並以SPSS12.0 中文版套裝軟體進行資料分析。實驗結果得知：1、從眾行為對購買意願有顯著的正向影響。2、從眾行為對品牌形象有顯著的正向影響。3、品牌形象對購買意願有顯著的正向影響。4、品牌形象在從眾行為對購買意願影響關係中具有完全中介效果。

關鍵詞：：從眾行為（conformity），品牌形象（brand image），購買意願（purchase intention）

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