

A study on the effect of the conformity and brand image to the purchase intention of the female consumer : 以國際知名品牌

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ABSTRACT

Women make 80 percent of all purchasing decisions and are regarded as the largest and most potential consumer group. This study was aimed to realize the relationship among conformity, brand image and purchase intention and to explore the mediate effect of brand image among conformity toward purchase intention ;using the female consumers with cosmetics using experiences in Taichung area as the research object. Besides, the differences in the three variables and their second dimensions by different demographics are also discussed. This survey was distributed in June, 2011 and final collections were made in September, 2011. 350 questionnaires were delivered and 286 effective samples are attained and the data in this study was statistically analyzed by SPSS 12.0. Valuable findings from the survey result are as following: First, conformity has significant positive influences on purchase intention. Second, conformity has significant positive influences on brand image. Third, brand image has significant positive influences on purchase intention. Fourth, brand image has completely mediate effect on the relationship of conformity toward purchase intention.

Keywords : conformity , brand image , purchase intention

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