

來源國印象、流行焦慮與衝動性購買傾向之研究 = Relationships among country-of-origin image, fashion anxiety and impulsive

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摘要

隨著時代潮流、國際化的趨勢，進口商品不斷充斥在每個人日常生活中，尤其是際此人人追求流行與物質主義時代。消費者會依附國家印象，追求流行的焦慮不安，而有衝動性購買傾向。本研究以來源國印象為自變項、衝動性購買傾向為依變項、流行焦慮為中介變項，探討其間關係。本研究採用問卷調查方式共計發出350份問卷，有效回應率為71.1%。驗證結果顯示：1.來源國印象與衝動性購買傾向具有顯著的正向關係；2.來源國印象與流行焦慮具有顯著的正向關係；3.流行焦慮與衝動性購買傾向具有顯著的正向關係；4.流行焦慮在來源國印象與衝動性購買傾向之間具有中介效果。本研究亦對研究發現予以討論，提出在理論上與實務上的意涵，並對研究限制及未來研究建議，進行研討。

關鍵詞：來源國印象、流行焦慮、衝動性購買傾向

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