

Relationships among country-of-origin image, fashion anxiety and impulsive buying tendency / 連美雲 撰 - 彰化縣大村鄉 :

連美雲、蔡敦崇, 魏志熊

E-mail: 354532@mail.dyu.edu.tw

ABSTRACT

We, consumers, are filled with all kinds of imported goods in the daily lives and influenced deeply by materialism and internationalization. We have the impulsive buying tendency because of the country of image, and the anxiety of pursuing fashion. In this study, the image the country of origin as independent variables, impulse buying tendency for the dependent variable, popular anxiety as intervening variables, to explore during the relationship. Total of 350 questionnaires were to the respondents. The effective response rate was 71.1%. The results showed that : 1. there was significant positive relationship between the country of image and impulsive buying tendency. 2. there was significant positive relationship between the country of image and fashion anxiety. 3. there was significant positive relationship between fashion anxiety and impulsive buying tendency. 4. fashion anxiety does exist intervening results between the country of image and impulsive buying tendency. The study also found that to be discussed and put forward the theory and practice on the meaning, and limitation of the study and future research and recommendations are also been discussed.

Keywords : Country-of Origin Image、Fashion Anxiety、Impulsive Buying Tendency

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