

參考團體、品牌形象及自我概念對運動用品購買意願之影響

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摘要

這項研究提供深入了解參考團體、品牌形象及自我概念如何影響消費者運動用品購買意願的線索。使用的樣本為台中市曾經購買運動產品的消費者，採便利抽樣的方式進行問卷調查及蒐集相關資訊，共計發出450份問卷，有效問卷389份，有效問卷回收率86%。依研究目的及驗證假說，本研究採用敘述性統計、皮爾森相關分析及迴歸進行資料分析。模型獲得大部分數據的支持，首先，參考團體、品牌形象及自我概念對購買意願皆有正向顯著之影響；其次，消費者的自我概念部分中介參考團體對購買意願的影響；最後，研究結果還發現，品牌形象與自我概念完全中介參考團體對購買意願的影響。

關鍵詞：參考團體、品牌形象、自我概念、購買意願

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