

The Study on Influences of Reference Group, Brand Image and Self-Concept on Purchase Intention in Sport Products

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ABSTRACT

This study provides insights into how reference group, brand image and self-concept cues shape consumer sport products purchase intentions. The data was collected from sampled consumers in Taichung City who have purchased sports goods. Convenience sampling was used to conduct the survey for this research, 450 questionnaires were distributed and 389 of them were returned. The valid response rate is 86%. Descriptive statistics, Pearson's product moment correlation analysis and multiple regression analysis were used to analyze the data. The model was mostly supported by the data. First, the findings of the study suggest that reference group, brand image and self-concept have a positive effect on purchase intention respectively. Second, self-concept partially mediates the effects of reference group and purchase intention. Third, it was also observed that the effects of reference group on purchase intention are fully mediated by brand image and self-concept.

Keywords : reference group、brand image、self-concept、purchase intention

Table of Contents

目錄 封面內頁 簽名頁 中文摘要	iii 英文摘要
iv 誌謝	v 目錄
vi 圖目錄	viii 表目錄
ix 第一章 緒論 第一節 研究背景與動機	1 第二節 研究問題與目的
4 第三節 研究流程	5 第四節 研究範圍
5 第二章 文獻探討 第一節 參考團體	7 第二節 品牌形象
12 第三節 自我概念	19 第四節 購買意願
各變數之間的關係	26 第五節
節 研究假說	28 第三章 研究方法 第一節 研究架構
	33 第二
	34 第三節 操作性定義與衡量方式
	35 第四節 問卷設計
	40 第六節 資料分析方法
41 第四章 研究結果與分析 第一節 基本資料描述性統計分析	42 第二節 消費行為描述性統計
分析	49 第四節 信度分析
54 第五節 相關分析	56 第六節 迴歸分析
變數之間中介效果分析	57 第七節 各
節 管理意涵	70 第二
	74 第三節 研究限制
	77 第四節 後續研究建議
	77 參考文獻 中文部分
	79 英文部分
80 附錄 附錄—測驗問卷	92 圖目錄 圖3-1 研究架構.....
..... 33 表目錄 表3-1 參考團體之衡量構面與題項.....	36 表3-2 品牌形象之衡量構
面與題項.....	37 表3-3 自我概念之衡量構面與題項.....
37 表3-3 自我概念之衡量構面與題項.....	38 表3-4 購買意願之衡量構面
與題項.....	39 表4-1 基本資料描述性統計分析表.....
39 表4-1 基本資料描述性統計分析表.....	44 表4-2 最常選購或最喜歡的
運動用品種類分析表.....	45 表4-3 最常選購或最喜歡的運動用品品牌分析表.....
45 表4-3 最常選購或最喜歡的運動用品品牌分析表.....	46 表4-4 購買此品牌的運動商品
花費分析表.....	47 表4-5 每週運動次數分析表.....
47 表4-5 每週運動次數分析表.....	47 表4-6 從事運動時的同伴分析表
.....	48 表4-7 購買運動用品的資訊來源分析表.....
48 表4-7 購買運動用品的資訊來源分析表.....	48 表4-8 購買運動用品的決策參考
來源分析表.....	49 表4-9 參考團體因素分析摘要.....
49 表4-9 參考團體因素分析摘要.....	50 表4-10 品牌形象因素分析摘要...
.....	51 表4-11 自我概念因素分析摘要.....
51 表4-11 自我概念因素分析摘要.....	52 表4-12 購買意願因素分析摘要...
.....	54 表4-13 信度分析Cronbach's 值摘要表.....
54 表4-13 信度分析Cronbach's 值摘要表.....	55 表4-14 各變數之Pearson 相關分
析.....	57 表4-15 參考團體對購買意願之迴歸分析.....
57 表4-15 參考團體對購買意願之迴歸分析.....	58 表4-16 參考團體對自我概念之迴
迴歸分析.....	59 表4-17 參考團體對功能性品牌形象之迴歸分析.....
59 表4-17 參考團體對功能性品牌形象之迴歸分析.....	60 表4-18 參考團體對象徵性品牌
形象之迴歸分析.....	60 表4-19 品牌形象對自我概念之迴歸分析.....
60 表4-19 品牌形象對自我概念之迴歸分析.....	61 表4-20 品牌形象對購買意願
之迴歸分析.....	62 表4-21 自我概念對購買意願之迴歸分析.....
62 表4-21 自我概念對購買意願之迴歸分析.....	63 表4-22 參考團體及自我概念
對購買意願之迴歸分析.....	64 表4-23 參考團體及品牌形象對購買意願之迴歸分析.....
64 表4-23 參考團體及品牌形象對購買意願之迴歸分析.....	65 表4-24 參考團體及品牌形象

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