

A Study on the Factors that Influence Conspicuous Consumption-Taking NBA Jerseys as an Example

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ABSTRACT

The main purpose of this research is to explore the factors of influencing conspicuous consumption, as an example of college students buying NBA jerseys, and to explore the differences of NBA Jerseys consumers between different backgrounds. A total of 360 questionnaires were sent and recovered 313 valid questionnaires, the valid response rate is 86.9%. After statistical analysis, the results are shown as follows: 1. The level of overall consumptive motivation of NBA jersey college-student consumers is medium, and the factor of "popular pleasures" is the maximum. The involvement level of basketball sports is medium-high, the factor of "center of life" is the highest. Most of the NBA jersey college-student consumers have high-level consumption value, especially the highest in "practical value". 2. NBA jersey college-student consumers with different gender have significant difference in three factors "brand preference", "face status" and "the pursuit of unique" of consumptive motivation dimension, and also the four factors "cognitive", "behavior", "self-expression" and "center of life" of basketball-sport involvement dimension. But they have no significant difference in consumption value. Male is significantly higher than the female. 3. NBA jersey college-student consumers with different level of allowances have significant difference in the two factors "popular pleasures" and "the pursuit of unique" of consumptive motivation dimensions. But they have no significant difference in basketball-sport involvement level and consumption value. 4. NBA jerseys college-student consumers with different family monthly income have significant difference in two factors "sporting needs" and "brand preferences" of consumptive motivation dimension. But they have no significant difference in basketball-sport involvement level and consumption value. 5. The college-student consumers who owns different sets of NBA jerseys have significant difference in all factors of consumptive motivation, basketball-sport involvement level and consumption value.

Keywords : Conspicuous Consumption、Basketball Involvement Levels、National Basketball Association Jerseys

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