

大陸一線二線城市居民仇視與消費者我族中心主義對購買意願影響之研究

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摘要

本研究目的在於探討大陸一線二線城市居民的仇視是否影響消費者我族中心主義，消費者的我族中心主義是否影響其購買意願，消費者的仇視是否因而影響了購買意願。本研究是採用量化方法進行資料分析，主要探討大陸一線二線城市居民仇視與消費者我族中心主義對購買意願之影響，並且是以大陸一線二線城市居民為研究的對象，去探討各變項間是否有相關性。本研究是採隨機抽樣，於上海及南寧是以發放問卷之方式去進行研究，合計共取得440份問卷，有效之問卷共430份，回收率為98.4%，並以結構方程式(SEM)去檢驗假設關係。本研究結果表示在上海地區消費者的仇視對消費者我族中心主義有正向影響，消費者的消費者我族中心主義對外國產品的購買意願有負向影響，消費者的仇視對外國產品的購買意願有正向影響。在南寧地區消費者的仇視對消費者我族中心主義有正向影響，消費者的消費者我族中心主義對外國產品的購買意願有負向影響，消費者的仇視對外國產品的購買意願有負向影響。

關鍵詞：仇視、消費者我族中心主義、購買意願

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