

消費者偏好的跨國影響，生物差異與文化因素

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摘要

本研究主要探討國際行銷中，男女生理差異與跨文化影響因子，兩者對消費者偏好，孰較具影響力。以目前正流行的染髮為例，用白種人男女對髮色偏好與本國男女染色偏好對照比較。尋找生理與文化因子對染髮的影響程度。本研究主要採問卷調查方式，樣本採自大葉大學學生，共123名男性、163名女性。統計結果發現，以整體染髮色彩選擇偏好而言，他國跨文化的影響強過於男女視覺上的刺激反應。以男性而言，對黃色系確實有一面倒，偏愛黃色的傾向，也確定男性視覺對黃色有反應的假定。以女性而言，偏愛黃色系染劑乃跨文化的影響，但從中亦發現女性視覺對紅色系有所反應的事實。最終歸結，國際行銷觀念中除了以客製化產品符合當地文化偏好外，其社會的變遷、西化程度應當也要考慮在內。企業管理者可往這方面多觀察，其他舉凡現時的國情狀況、民族性，都可收作市場資訊。生理反應雖未在此例中得到映證，但值得學者作更深入的研究與開發。

關鍵詞：生物/生理因子；染髮；視覺色彩；文化

目錄

Table of Contents Inner Cover Signature Certificate of Authority.....	iii
Abstract(Chinese).....	v
Abstract(English).....	v
Acknowledgements.....	vi
List of Figures.....	x
List of Tables.....	x
CHAPTER ONE INTRODUCTION	
1.1 Research Background.....	1
1.2 Research Motives.....	2
1.3 Research Objectives.....	7
1.4 Research Prerequisite.....	8
1.5 Scope and Limitation of Research.....	9
Process and Structure of Our Research.....	10
CHAPTER TWO LITERATURE REVIEW	
2.1 Cultural Effect on International Marketing.....	14
2.1.1 Marsella (1985) Culture and Self.....	14
2.1.2 Grant McCracken(1986) Culture and Consumption.....	16
2.1.3 Kotler (1999) Major Factors Influencing Buying Behavior.....	20
2.2 Color Preference Theory.....	22
2.2.1 Cultural Perspective — I. Views on Different Racial Color Preference.....	22
2.2.2 Cultural Perspective II. Views on Sex Difference in Color Preference.....	24
2.2.3 Cultural perspective — III. The Affective Meaning of Color/ Haircolor.....	26
2.3 Biological Perspective.....	29
2.4 Basic Color Vision Theory.....	35
2.4.1 Sex Difference in Physical Attractiveness Preferences. Feinman, S., & Gill, G. W. (1978).....	35
2.4.2 Light Wavelength.....	36
2.4.3 Clayson & Klassen (1989) Perception of Attractiveness by Hair Color.....	40
2.4.4 Darwin ' s Theory.....	42
CHAPTER THREE RESEARCH METHODOLOGY	
3.1 The Connection Between the Literatures and the Research Design.....	44
3.1.1 A Complete Review of Closely-related Review... ..	44
3.1.2 The Initial Concept of Research Design.....	47
3.2 Research Material.....	49
3.2.1 Research Tool.....	49
3.2.2 Research Subject.....	51
3.2.3 Research Geographical Area.....	51
3.2.4 Scoring Method of Data.....	52
3.3 Surveying Condition... ..	52
3.4 Results of Useable sample.....	53
CHAPTER FOUR ANALYSIS OF RESULTS	
4.1 Statistics of Our Sample Population.....	55
4.1.1 Samples with Dyed Hair.....	55
4.2 General Preference Results between Male and Female... ..	56
4.2.1 Male to Male.....	57
4.2.2 Male to Female.....	57
4.2.3 Female to Male.....	58
4.2.4 Female to Female.....	59
4.3 Discussion to the Results.....	60
4.3.1 Inspecting the Compatibility with Research Prerequisites A and B.....	60
4.3.2 Open Discussion.....	63
CHAPTER FIVE CONCLUSION AND SUGGESTIONS	
5.1 Final Conclusion of the Research.....	68
5.2 Further Study and Suggestions.....	71
REFERENCE.....	73
APPENDIX I.....	73

參考文獻

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