

由個人資本、世界主義、居住地區和性別探討消費者我族主義之影響

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摘要

雖然消費者我族主義至今受到許多研究的探討，了解消費者我族主義的前因更是重要的。於是，本研究主要以個人資本、世界主義、居住地區和性別探討消費者我族主義。本研究主要以台灣地區消費者為研究對象，共回收858份有效問卷，並以多元 χ^2 歸分析檢定假說。主要研究結果發現：(1) 社會資本、文化資本和財務資本對消費者我族主義呈現負向影響；(2) 世界主義對消費者我族主義呈現負向影響；(3) 消費者我族主義會受居住地區的影響；(4) 消費者我族主義會受性別差異之影響。最後，本研究亦提出研究意涵和管理意涵。

關鍵詞：消費者我族主義；社會資本；文化資本；財務資本；世界主義；居住地區；性別

目錄

目錄 封面內頁 簽名頁 博碩士論文授權書 iii 誌謝 vi 表目錄 x 第一章 緒論.....	
.....1 第二章 文獻探討與假說 第一節 消費者我族主義.....4 第二節 個人資本與消費者我族主義.....6 第三節 世界主義與消費者我族主義.....9 第四節 居住地區與消費者我族主義.....10 第五節 性別與消費者我族主義.....11 第三章 研究方法 第一節 樣本結構.....12 第二節 問卷設計.....12 第四章 結果分析 第一節 相關分析.....16 第二節 χ^2 歸分析.....16 第五章 結論與討論 第一節 研究結論.....21 第二節 研究意涵.....23 第三節 管理意涵.....24 第四節 研究限制.....24 第五節 後續研究建議.....25 參考文獻.....26 表目錄 表1 相關分析表.....19 表2 χ^2 歸分析表.....20 表3 假說驗證結果.....25	

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