

# 地方品牌對城市意象與觀光客消費行為影響之研究

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## 摘要

全球化的浪潮下，更增加了遊客來台灣旅遊的機會，因此為避免旅遊地區同質性太高，而讓遊客產生厭倦；地方觀光該如何規劃而展現其獨特性，為本研究主要動機之一。本研究將以鹿港地區為例，探討地方品牌的內涵，以及城市意象的塑造，是否會對觀光客的消費行為產生影響。藉由文獻分析指出，將「地方」品牌化成為一項新趨勢，可藉由地方品牌，而將地方內外部觀光資源整合成一較具有辨識度的觀光系統；本研究共計發放433份問卷，有效問卷為411份，並藉由探索性因素分析簡化題項並檢驗質性命名效度與信度；最後以迴歸分析探討三者間影響性，以及藉由層級迴歸探討其中介效果。就理論而言，本研究結果指出本研究歸納之地方品牌六構面確實可衡量之，可做為未來地方品牌量化研究之依據，就實務而言，鹿港當局亦可藉由當地獨特的地方特色塑造以及服務品質的提升而讓遊客產生良好的觀光意象，進而對鹿港產生依附感；而若欲讓遊客提高回遊意願甚至達到口碑傳播的話，則可加強鹿港當地知名景觀建築的行銷，而讓遊客產生深刻的印象；另外，城市意象亦可成為地方品牌與觀光客願意消費之中介效果。

關鍵詞：地方文化、品牌、觀光、鹿港

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