

消費者我族傾向、產品知覺價值、炫耀消費傾向與進口貨購買意願間關係之研究

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摘要

值受全球金融風暴的影響，行政院為提振國內經濟，執行「振興經濟新方案」，規劃對全國國民每人發放3,600元的消費券，以促進民間消費，維持國內經濟成長動能。如何提振買氣，促進經濟循環，是目前亟需研究的課題。本研究探討消費者我族傾向對進口貨的購買意願之關係，再根據消費者產品知覺價值與炫耀消費傾向作調節關係，本研究以台灣地區消費者為研究對象，有效回收2,228份問卷。經由階層干擾迴歸分析後，實證結果發現消費者我族傾向對進口貨購買意願有其顯著反向影響；亦會受產品知覺價值及炫耀消費傾向的干擾，而減弱其反向關係。因此，國內行銷人員可以利用消費者我族傾向概念，提升消費者對國產貨的信心，以增加國產貨的購買意願；而國際行銷人員則可利用消費者的產品知覺價值及炫耀消費傾向的概念，不因消費者的我族傾向的影響，而影響對進口貨的購買意願。以便讓國內及國際行銷人員從中獲得行銷致勝的契機，亦能提升國家的經濟力。

關鍵詞：消費者我族傾向、產品知覺價值、炫耀消費傾向、購買意願

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