

# A Study on the Relationship Among Consumer Ethnocentrism, Product 's Perceived Value, Conspicuous Consumption and Purchas

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## ABSTRACT

Under the influence of global financial crisis, the Executive Yuan is now implementing. "New Plan for Revitalizing Economy" to promote the domestic economy. It is planned that the shopping voucher of 3,600 NTD. will be provided to each person all over the country to promote the private consumption for maintaining the domestic economic growth. How to increase the purchase power and promote the economic circulation is the most researchable subject. This study discusses the relationship between the Consumer Ethnocentrism and the purchasing intention for imported goods, and then in consideration of the regulation relationship between consumers ' product 's perceived value and conspicuous consumption, the study selects the consumers in Taiwan as the research object, Data collected from 2,228 subjects and applied regression to test the hypotheses. It was found that consumer ethnocentrism has a significantly negative. Effect on Purchase Intention for Imported Goods .and this negative relationship also can be weakened under the interference of product 's perceived value and conspicuous consumption. Therefore, domestic marketing personnel can utilize the Consumer Ethnocentrism to promote the confidence in domestically-made goods so as to increase the purchase intention of domestically-made goods and international marketing personnel can utilize consumers product 's perceived value and conspicuous consumption so that the purchase intention of imported goods. will not be influenced due to the Consumer Ethnocentrism. Thus marketing opportunities can be won by domestic and international marketing personnel, and also national economic strength can be enhanced.

Keywords : consumer ethnocentrism、 product 's perceived value、 conspicuous consumption、 purchase intention

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