

品牌形象、消費者從眾行為與價格敏感度影響之研究

林佩瑩、倪家珍

E-mail: 9800871@mail.dyu.edu.tw

摘要

本研究主要探討消費者不同的情境下的從眾行為，對品牌形象、消費者從眾行為與價格敏感度之間是否產生不同的影響，主要是透過品牌皮包為研究標的，來進行品牌形象與消費者從眾行為對價格敏感度影響之分析。本研究受測對象，為17歲以上具有獨立採購之男、女性消費者，回收有效樣本230份，採用SPSS統計檢定，來驗證本研究從眾行為、品牌形象與價格敏感度之間的相關性。研究發現品牌形象、從眾行為和資訊性從眾行為與價格敏感度成正相關，而規範性從眾行為與價格敏感度間並沒有相關性。

關鍵詞：：品牌形象(brand image)、消費者從眾行為(consumer behavior)、價格敏感度(price sensitivity)

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