

# A Study on the Relationship among Consumer Ethnocentrism, Image of Original Country, Conspicuous Consumption and Purchase

陳柏儒、陳木榮

E-mail: 9802573@mail.dyu.edu.tw

## ABSTRACT

The aim of the research is to find out the relationships between consumer ethno-centrism, country image, conspicuous consumption and the will to purchase and import. We find out after integrating the concepts of both domestic and overseas documents that opening up free trade and expanding the amount of importation have put serious impact and threats upon Taiwanese companies, and the concepts of consumer ethnocentrism helps to analyze whether the preference for imported goods of those with consumer ethnocentrism is influenced by country image and conspicuous consumption.

2350 questionnaires were handed in within the 2500 questionnaires granted; the rate of recall is 94%. The valid rate is 89% after deducting 122 invalid ones.

The research is analyzed through SPSS software which includes descriptive statistics, reliability and validity analysis, ANOVA and regression model as the way of compiling statistics. The results suggest that the impact of consumer ethnocentrism toward the will of purchasing imported goods is diminished when consumers have higher country image and conspicuous consumption. By finding out the relationships between different variables, the research further analyzes the meaning of it toward both the management and practicality.

Keywords : consumer ethnocentrism、 country image、 conspicuous consumption、 purchase intention

## Table of Contents

中文摘要	iii
英文摘要	iv
誌謝辭	v
內容目錄	vi
表目錄	viii
圖目錄	ix
第一章 緒論	1
第一節 研究背景及動機	1
第二節 研究目的	2
第三節 論文結構	2
第四節 研究流程	3
第二章 文獻探討	4
第一節 購買意願	4
第二節 消費者我族傾向	4
第三節 來源國形象	7
第四節 炫耀消費傾向	10
第五節 消費者我族傾向、來源國形象、炫耀消費傾向與進口貨購買意願之關係	12
第三章 研究設計與方法	14
第一節 研究架構	14
第二節 研究假說	14
第三節 研究對象	15
第四節 變數之操作型定義與衡量	15
第五節 資料分析方法	18
第四章 資料分析	19
第一節 敘述性統計	19
第二節 信效度分析	22

第三節	階層迴歸分析 . . . . .	29
第五章	結論與建議 . . . . .	39
第一節	研究結論 . . . . .	39
第二節	管理意涵 . . . . .	40
第三節	研究限制 . . . . .	40
第四節	未來研究建議 . . . . .	41
參考文獻	. . . . .	42
附錄	研究問卷 . . . . .	49

## REFERENCES

- 一、中文部分Veblen, T. (1964), 有閒階級?:關於制?的經濟研究(蔡受百譯), ?京:商務印書?。呂錦棠(2002), 品牌形象與來源國形象關係之研究-產品屬性效果之探討, 元智大學管理研究所未出版之碩士論文。林克明(1997), 消費者國族感對其消費態度與行為之影響研究, 國立成功大學企業管理學系未出版之碩士論文。施存柔(2001), 來源國形象、品牌定位、銷售通路對化妝品消費者態度之影響, 國立政治大學國際貿易學系未出版之碩士論文。張智鈞(2005), 來源國效果對消費者採用文化產品之研究, 銘傳大學國際企業學系未出版之碩士論文。許士軍(1987), 管理學, 台北:東華書局。連奕誌(2001), 消費者我族主義、消費者仇視與產品購買意願關係之研究, 國立暨南國際大學國際企業學系未出版之碩士論文。連奕誌(2002), 消費者我族主義、消費者仇視與產品購買意願關係之研究, 國立暨南國際大學國際企業學系未出版之碩士論文。陳有川(2005), 消費者我族主義、虛榮特性與產品購買意願關係之研究, 濟南國際大學國際企業學系碩士論文。陳泊錦(2003), 來源國形象與愛國新對服務性商品消費者評價之影響, 真理大學管理科學研究所未出版之碩士論文。陳俊碩(2004), 品牌來源國國家形象、產品知識與產品涉入程度對消費者購買決策影響之研究 - 以保險與餐飲服務為例, 真理大學管理科學研究所未出版之碩士論文。陳彥揚(2003), 打造國家品牌策略之研究-以台灣及紐西蘭的產品來源國形象及觀光地形象為例, 國立中山大學企業管理學系研究所未出版之碩士論文。陳昭宏(2004), 品牌來源國與製造來源國對消費者購買意願影響之研究, 銘傳大學國際企業學系未出版之碩士論文。彭金燕(2000), 代言人可信度對廣告效果與購買意願影響之研究大葉大學事業經營研究所未出版之碩士論文。黃光國(1988), 人情與面子:中國人的權力遊戲, 台北:三民書局。葉桂?(1999), 社會影響力對產品來源國形象的增強效果 以送禮行為為例, 國立政治大學國際貿易學研究所碩士論文蔡宜蓉(2003), 來源國形象、品牌聲譽、品牌個性對複合品牌知覺品質的影響, 輔仁大學管理學研究所未出版之碩士論文。謝宗原(2003), 消費者我族主義與個人/集體主義與購買意願關係之研究, 國立暨南國際大學國際企業學系未出版之碩士論文。羅炳和, 黃琮琪, 葉春淵(2007)來源國形象對於消費者購買農產品之影響-以台中市居民購買蘋果為例, 中華農學會報, 8, 307-319。
- 二、英文部分Aaker, D. A. (1991). Managing Brand Equity: Capitalizing on the Value of a Brand Name. The Free Press, N.Y.Ahmed, S.A., & d ' Astous, A. (1996). Country-of-Origin and Brand Effects: A Multi-Dimensional and Multi-Attribute Study. Journal of International Consumer Marketing; 9(2): 93-115.Chao P. (1993). Partitioning Country-of-Origin Effects : Consumer Evaluations of A Hybrid Product. Journal of International Business Studies, 24(2), 291-307.Dholakia, R. R., & Levy, S. J. (1987). The Consumption Dream in the United States: in a Changing Environment. Journal of Macro-marketing , 7(Fall), 41-51.Dodds, W. B., Monroe, K. B., & Grewal, D. (1991). The Effects of Price, Brand, and Store Information on Buyers ' Product Evaluations. Journal of Marketing Research, 28(August), 307-319.Durvasula, S., Lysonski, S., & Watson, J. (2001). Does Vanity describe other cultures? A cross-culture examination of the vanity Scale, The Journal of Consumer Affairs, 35(1), 180-199.Eastman, J. K., Goldsmith, R. E., & Flynn, L. R. (1999). Status Consumption in Consumer Behavior: Scale Development And Validation. Journal of Marketing Theory and Practice, 7(3), 41-52.Engel, J. F., Blackwell, R. D., & Miniard, P. W. (1995). Consumer Behavior, Chicago(8th ed.). New York: Dryden Press.Eroglu, S. A., & Machleit, K. A. (1989). Effects of Individual and Product-Specific Variables on Utilizing Country-of-Origin Effects. International Marketing Review, 6(6): 27-41.Fishbein, M., & Ajzen, I. (1975). Belief, Attitude, Intention and Behavior. Reading, Mass: Addison-Wesley.Gary, S. I., & J. McBride, B. (1998). Decomposing the County-of - Origin Construct: An Empirical Test of Country of Design, Country of Parts and Country of Assembly. Journal of International Consumer Marketing 10(4), 69-91.Dhruv, G., Krishnan, R., Baker, J., & Borin, N. (1998). The Effect of Store Name, Brand Name and Price Discounts on Consumers, Evaluations and Purchase Intentions. Journal of Retailing, 74(3), 331-352.Han, C. M., & Terpstra, V. (1988). Country-Of-Origin Effects For Uni-National And Bi-National. Journal of International Business Studies, 235. Han, C.M. 1989. Country Image: Halo or Summary Construct?. Journal of Marketing Research, 26(2), 222-229.Insch, G. S., & McBride, J. B. (1998). Decomposing the County-of-Origin Construct: An Empirical Test of County of Design County of Parts and County of Assembly. Journal of International Consumer Marketing, 10(4), 69-91.Jacoby, J., Olson, J. C., & Haddock, R. A. (1971). Price, brand name and product composition characteristics as determinants of perceived quality. Journal of Applied Psychology, 56(6), 570-579.Lee, C., & Green, R. T. (1991). Cross-Cultural Examination of the Fishbein Behavioral Intentions Model. Journal of International Business Studies, Second Quarter, 289-305.Martin, I. M., & Eroglu, S. (1993). Measuring a Multi-Dimensional Construct. Journal of Business Research, 28, 191-210.Morwitz, V. G., & Schmittlein, D. (1992). Using Segmentation to Improve Sales Forecasts Based on Purchase Intent: Which "In-tenders" Actually Buy? Journal of Marketing Research; Nov. 391-405Nagashima, A. (1970). A comparison of Japanese and U.S. Attitudes toward Foreign Products. Journal of Marketing, 34(January), 68-74.Nes, E., & Bilkey, W. J. (1993). A Multiple Cue Test of Country-of-Origin Theory, Chap. 7. In N. Papadopoulos & L. Heslop (Eds.), Product-Country Images: Impact and Role in International Marketing. Binghamton. New York: International Business Press.Netemeyer, R. G., Durvasula, S., & Lichtenstein, D. R. (1991). A Cross- National

Assessment of the Reliability and Validity of the CETSCALE. *Journal of Marketing Research*, 28(August), 320-327.

Netemeyer, R. G., Burton, S., & Lichtenstein, D. R. (1995). Trait Aspects of Vanity: Measurement and Relevance to Consumer Behavior. *Journal of Consumer research*, 21(March), 612 - 626.

Roth, M. S. & Romeo, J. B. (1992). Matching product category and country image perceptions: A framework for managing country-of-origin effects. *Journal of International Business Studies*, 23(3), 477-497

Shimp, T. A., & Sharma, S. (1987). Consumer Ethnocentrism: Construction and Validation of the CETSCALE. *Journal of Marketing Research*, 27(August), 280-289.