

# 快速流行對追求多樣性購買行為之影響：以City Coffee 為例

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## 摘要

快速流行(fast fashion),是現代流行重要趨勢。在過去,對於快速流行議題研究大多數著重於服飾業,相關研究都是從廠商立場來研究快速流行,對喜歡快速流行的消費者是什麼特性,都沒有探討。本研究從消費者觀點來看快速流行,並結合消費者追求多樣性的購買行為,將快速流行分成二個構面,一個是消費者看到的儲存分類,補充,促銷和效率,二是消費者追求多樣性的購買行為。消費者追求多樣性的購買行為分成五個因素,價格因素,店內促銷或溝通組合因素,品牌與產品偏好因素,時間基礎的流行因素,消費者喜新厭舊等五個因素。以city cafe為研究對象,利用SEM線性結構方程式了解消費者對快速流行的購買行為。本研究的創新作法是將研究對象轉換成食品零售業以及加入了消費者的觀點進行探討,而本研究結果證明,用食品零售業來探討快速流行是可行的。根據本研究研究結果追求多樣性購買行為對於快速流行購買意願獲得驗證支持,此一研究結果有助於食品零售與流行商品產業未來發展。

關鍵詞:有效的消費者回應、追求多樣性購買行為、快速流行、結構方程式

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