

# 從眾行為、流行意識與符號消費行為關係之研究

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## 摘要

隨著經濟發展，人們生活富裕，追隨美好與新穎物品，形成一生活行為的方式；流行的事物常受到大眾的喜歡及狂熱的追逐，而這種一致追隨的傾向所匯成的力量就形成一種強勢性，這種行為在某一時間與情境中，被社會認為是適當的，並在人們間的相互模仿下，成為受大眾認同、接受並受歡迎的某種理念，進一步而言，會購買某些符號價值的產品，以強化自我概念，符號消費的意義，取代了原先的實質消費。

本研究探討從眾行為對符號消費為背景，並探討流行意識，對於從眾行為對符號消費間關係所具有之中介效果。

本研究採用問卷調查方式對國內各階層人士實施調查，有效回應率為72%。研究結果顯示，從眾行為對符號消費具有顯著正向關係，流行意識同樣對符號消費也具有顯著正向影響，而流行意識對從眾行為與符號消費關係具有部份中介效果。

本研究的研究發現與討論、理論與實務涵義、研究限制、未來研究建議等，本研究並在本論文中予以探討。

關鍵詞：從眾行為 流行意識 符號消費

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